

# PRINTERS' INK

Registered U. S. Patent Office

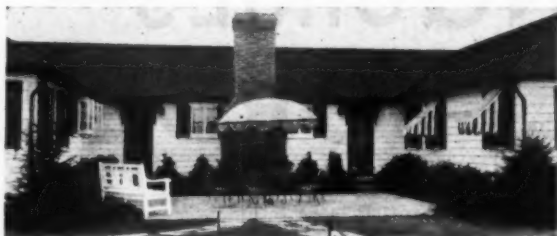
A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CLX, No. 12

NEW YORK, SEPTEMBER 22, 1932

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IT'S A

## Put-up Job . . .

THE BUYER of a Hodgson House suffers none of the fuss or muss, delay or dickering usually incident to building. He furnishes the site, selects his type of house from Hodgson plans, pictures and price list. Hodgson ships the house in sections, and supervises its erection. That, in brief, has always been the Hodgson advertising story.

Early Hodgson Houses advertising was addressed to those with modest incomes—those who wanted to build simply, quickly. Small space carried the messages.

Later, an analysis revealed a new group of buyers, far outnumbering the first market approached. People of means who wanted summer homes, vacation retreats, studio houses and guest cottages on their estates—hunting lodges or fishing nooks in the mountains.

Accordingly, Hodgson advertising keys its story to this group, with pages and half-pages in class publications.

Copy is colorful, informative, interesting. Illustrations point the charm and fitness of Hodgson structures. A substantial number of inquiries—from substantial people—prove the effectiveness of this advertising.

## N. W. AYER & SON, INC.

*Advertising Headquarters*

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

# TANGIBLE RETURNS

PROFITABLE IN 1932

# INQUIRIES— —ORDERS

## Low Cost

*The result of enormous buying-power coverage, operating continuously for 12 to 36 months, at a moderate, one-insertion cost.*

**2,623 ADVERTISERS—nearly all renewing for 1933**



### A "PAID CIRCULATION"

*The ONLY ONE in its field. Every copy wanted, used—no waste circulation*

**THE BUYERS' MASTER KEY  
TO ALL  
AMERICAN SOURCES OF SUPPLY**

### A.B.C. AUTHENTICATED

*The only Member in Its Field*

**Send for A.B.C. audit for full details**

Continuously consulted by executives, purchasing and other department managers, superintendents and all others who investigate, specify and order for **upper class** concerns representing about 50% of the total business buying power of the U. S. **All lines, everywhere.**

4,700 pages, 9 x 12, shows all sources of supply for every article or kind of article (more than 70,000). Descriptive advertising of any product reaches the **right man** at the **right time**—influences selection.

## CLOSING FOR 1933 EDITION

THOMAS PUBLISHING COMPANY, 461 Eighth Avenue, New York

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# PRINTERS' INK

*Registered U. S. Patent Office*

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLX

NEW YORK, SEPTEMBER 22, 1932

No. 12

## If You Don't Show Any Petals You Grow No Apples

Wherein Mr. Butler, Tired of So Much Pipe Smoking, Delivers Himself  
of a Complaint to Advertisers

By Ellis Parker Butler

WHEN I talk advertising I don't know what I am talking about. I am a rank and ignorant outsider. I am like a bed-ridden Shaker spinster talking horse to a jockey when the only horse she has ever driven is a plow-horse. But I do know that if an apple tree shows no petals it will attract no bees, and if it attracts no bees it will have no apples.

Personally I am getting mighty tired of these magazines that are so thin in the waist and flat in the hips that they look like starved flappers on a Hollywood grapefruit diet. Some people like them that way because they are easier to hold when being read, but I prefer a magazine that won't fall through a crack in the floor when you drop it.

When a woman's magazine that was erstwhile about the plumpness of an unabridged dictionary gets so attenuated that a man can say "Here's the magazine, dear," and push it through a key-hole, it is time something was done about it.

I admit that I am prejudiced. I write fiction and when the magazines are fat and greasy with advertising they buy a lot of fiction and pay high prices for it and I can smoke good cigars. I have now smoked a pipe so long that my tongue is callous away down into my epiglottis, and the only time I smoke a cigar is when someone gives me one, and the do-

nated type of cigar is getting meaner and meaner every week. They no longer taste like old mattress hair but as if they were made of second-hand automobile-seat stuffing. I almost hate to accept a free cigar. Almost I prefer my pipe.

So I think something should be done about it. It seems to me that the reluctance of some manufacturers to do something to let the world know they are still alive has about reached the point where they need a nerve doctor. When an apple tree stops putting forth petals we know it is dead or so decrepit that it is good for nothing but firewood. The bees leave it alone and patronize an apple tree that does show at least a few petals.

It may be all fine and dandy for a manufacturer to stop advertising when easy money days disappear. His attitude may be "Lot of easy money afloat; now's my time to get it," and when money is scarce, "Now I'll lay low until the guys are soppy with cash again," but for a good article there are still millions of customers even in the worst of times.

I don't see why a man should stop drawing the bees even in times when the bees are not as lively as usual. If an apple tree had a man's brains it would show more blossoms when bees were scarce—it would try to keep its regular bee patrons and get what more it could. It would not dry up and

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let all the bees in the neighborhood go over to the crab-apple tree next door.

In this way Nature has more sense than some men, I think. If old Jobe Higgins, the farmer, decides to give up bee-keeping and sells his hives to Zeb Perkins over in the next county, the trees and flowers in Jobe's neighborhood do not stop showing blossoms. The petunias keep right on advertising. They open up their bright tubular flowers just as usual, and the wild honey bees come, and the bumble bees come, and—by hecky!—presently some of Jobe Higgins' old bees come zooming over from Zeb Perkins' place in the next county to get sweet honey-dew at the old stand.

#### *What a Depression in Bees Might Do*

Give a petunia a depression in bees and in time you'll see petunias showing bigger and better blossoms, more attractive colors and shapes. It may take a million years but what is that in the life of a petunia? As a matter of fact botanists will tell you that innumerable species of plants that existed in the past are now gone from the earth entirely because plants that did more advertising got all the business. Even some insignificant little weeds, banding together and sticking out showy petals for a whole group (the composite plants, like the daisy) went right along doing business in good times and bad, and are still drawing customers.

It would be a dickens of a note, wouldn't it, if all the trees and plants ceased showing blossoms when there was a temporary shortage of bee demand for honey-dew. People who spend all their time shut up in offices lose sight of important similes like these, I shouldn't wonder, but I live where they stick right in my face all day and every day.

"If you show no petals you grow no apples," and that's the apple tree's lesson, little Arthur. You can make a bedtime story of it:

"And although Johnny Bee was not hungry for the nice honey-dew in Susie Petunia's throat because

the times were simply too blasted rotten, Susie Petunia kept on waving her showy corolla in the air, and by and by who should come flying to her but Johnny Bee and Effie Bee, and soon Papa Bee and Mamma Bee and Uncle Thomas Bee and all the Bees came, and they all drank Susie Petunia's honey-dew, and stirred up her pollen. So Susie Petunia had just lots and lots of seeds that year. But Elmira Hollyhock did not have any seeds at all because she did not show any blossoms that year."

That ought to make you weep, but personally I have no sympathy for Elmira Hollyhock at all. She did not deserve any seeds.

I suppose that during boom times a good many people spent more for advertising than they should have spent. There may have been some "drunken sailor" expenditure—throwing money into advertising by the handful—just as some of our authors rented hoity-toity apartments and bought lah-de-dah cars and gave whoop-la parties, but I don't see any sense in not seeing an editor now and then, even if times are slow, and I don't see the logic in cutting advertising down to the point of nullity.

A whole lot of valuable goodwill is being allowed to vanish that might be kept. A lot of bees are being allowed to go to other apple trees.

#### *One-Third for Advertising Was a Good Plan*

Years ago a man, possibly a liar, told me of a sound and honest product then nationally advertised. It had a good profit in it, but it was an excellent product, and still is. This man pretended that he knew what he was talking about and he said that all the money receipts taken in were divided into three parts. One-third went for manufacture and enlargement of plant, one-third was divided as profits and one-third was spent for advertising, no matter how large that amount might be.

I was a simple minded youth and I believed him. I am even more simple minded now and I still believe him. I know that everyone connected with that product be-

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*Now they're  
in a mood to*



## Buy Something Better!

Prices seem to have lost their kick. Big type fails, without contrasts. Superlatives are exhausted. People are price-deafened.

Providence is a logical market for the old-fashioned appeal of quality. Ratios of consumer buying ability rise sharply among the middle and higher income groups. Marked improvement in Rhode Island's industrial activity has encouraged the local swing toward "buying something better."

Texture, style, atmosphere—subtleties that distinguish better merchandise—are best presented through the pictorial impressiveness of Artgravure. And Artgravure, in the Sunday Journal, is the most universally appealing section of the most widely read newspaper published in the Providence market.

## Providence Sunday Journal

*Largest Circulation of Any Single Rhode Island Newspaper*

CHAS. H. EDDY CO. Representatives R. J. BIDWELL CO.  
Boston • New York • Chicago San Francisco • Los Angeles • Seattle

came a millionaire. I know that the product is still a leader in its field, its quality never having varied in over sixty years, and in good times and bad times its advertising has continued consistently.

This is, of course, all old stuff to you who have the advertising story all down pat, with charts showing peaks and valleys, and with whole libraries of books on the subject, but perhaps it may not hurt anyone to have an outsider's view.

I remember, for instance, the bicycle. When I was a boy the men were still riding the old high wheel and falling over the handlebars on their heads. I saw the old Victor come in, with its solid tires and coiled springs, heavy as a coal truck, almost, and the first wheel I owned was one of those Victors—not second-hand but tenth-hand or so. I saw the modern hollow-tube inflated-tire wheel arrive on the market.

There must have been twenty makes on the market soon after that, and all were advertised in all the magazines, and the bicycle craze swept America. Old gentlemen in wigs and carpet slippers rode wheels, and sweet sedate young ladies rode wheels, and everyone rode wheels. Then someone had the bright idea of combining the factories and the advertising was cut down—and the wheel sale died almost over night. Quite a lot was saved in advertising but the bicycle business went to the dickens.

#### ***A Delightful Statement But Not True***

It is all very well to say that if you live in the middle of a wilderness people will wear a track to your door if you make the best mousetrap. The only trouble with the delightful statement is that it is not true. If you live in the woods near Podunk and the people of Podunk want mousetraps, some of them are pretty sure to go to your door for mousetraps. Most of them, unless you keep an advertisement in the *Podunk Weekly Gazette*, will more likely

go to the 5 and 10 and say, "Do you keep mousetraps?"

The rest may possibly start for your shop in the woods but if they see a sign on the way, "Mousetraps Sold Here," that will be where they buy the traps. And all the mousetrap sales you get, even if you get them all, will be from the Podunk citizens. In these days, if you want to sell enough mousetraps to keep a chicken alive, you have to do a reasonable amount of petal-showing.

And I do wish someone could tell me why, after the Sure-Kill Mousetrap Company has created a good mousetrap business by advertising in good times, it should stop advertising in slack times and let its mousetrap good-will curl up and die like an undernourished cockroach.

#### ***Good Advice Has Been Scorned***

I suppose it is partly panic. Everyone has been scared. And sound advice given by advertising agents and brokers has been scoffed at. "Of course, they urge me to continue my advertising—they want the business." So good advice had been scorned.

But I'm an outsider. I can say what I please, and I say that I think that many of our supposedly keen business men have used logic of about the grade usually produced by a one-eyed nigger with a balky mule. It has words in it, and it sounds like something, but it don't mean anything much.

There was a man I knew who got to be high up in a big public service corporation, and was put on the board of directors. He told me that hard times came along and things were going poorly, and that he had a big idea. He went to a meeting of the board, and before the directors met he spoke to the president.

"Sir," he said, "we know how slack business is. It looks as if we would have to cut the dividend this year. Now, I propose two things: We are paying the directors \$10 a meeting, and we can cut that to \$5; we are paying our

*(Continued on page 94)*

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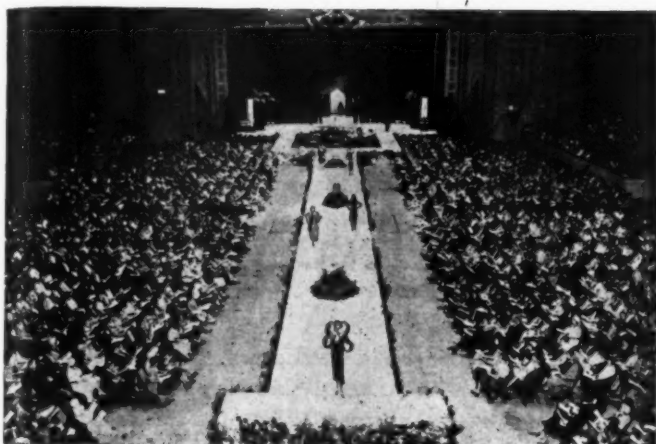
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## 18,000 Attend Journal Fall Fashion Show

**T**HREE times in two days capacity crowds packed the huge arena of the Milwaukee Auditorium to see the Fall Fashion Show sponsored by The Milwaukee Journal. More than 18,000 attended.

Behind the record-breaking success of this event is the great influence of The Journal in Milwaukee. The show was advertised only in this newspaper and the overwhelming response of its readers was another demonstration of the reader confidence and prestige which makes The Journal so notably productive for advertisers.

**THE MILWAUKEE JOURNAL**  
FIRST BY MERIT

# No Mustache to Deceive You

**T**HERE are a certain few advertisers who meet with consistent success, year after year. They are usually out in front, ahead of competition, showing steady sales increases.

Competitors, often bewildered, wonder why they cannot enjoy similar results. Yet, almost blindly, they go on pouring money into advertising and trusting to luck, as though success could be pulled out of the ether in the same manner that a magician pulls rabbits out of a silk hat.

But there is nothing mysterious or occult about successful advertising. It isn't a case of "nothing up my sleeve; no mustache to deceive you." It is simply a matter of knowing your market; of knowing how to key your message to people's interests; of knowing the devices that make people read your advertisement; of knowing how to tell your story in a way that makes the reader buy.

And certainly there is nothing magical about all this—it is simply taking known facts and building them into effective copy.

There is as much difference between one piece of copy and another as there is between two sales-

men. Right in your own selling organization you have seen men come and go. Some of them, perhaps, have been total failures. Some have barely managed to make the grade. Others have been phenomenally successful—with a sales record exceeding that of their fellow salesmen as much as five, seven, and even ten times.

The factors which make one salesman five times as effective as another are alike in men and copy. It takes personality—the ability to get attention and hold it, the sense of the dramatic that induces the prospect to put his signature on the dotted line. These are the things which establish the difference between mediocre copy and good copy, between the order-getter and the order-taker.

In times like these, the order-taker is a luxury few concerns can afford. Certainly no business can afford the luxury of advertising which falls into the parlor magic class, which depends on faith and not on fact to get sales and profits.



**RUTHRAUFF & RYAN, INC.**  
*Advertising*

New York: 405 Lexington Avenue

Chicago: 360 N. Michigan Ave.    St. Louis: 812 Olive St.

# We Know Our Advertising Is Good Because It Is Successful

How the Crucial Test of Soundness Is Worked Out by Teamwork in  
This Company

By E. V. Walsh

General Sales Manager, The Timken Silent Automatic Company

**T**IMKEN Silent Automatic advertising is known to be successful. It has been continuously successful during one of the worst business periods our country has ever experienced.

At the request of PRINTERS' INK, I will endeavor briefly to analyze our advertising. But the reader should bear in mind that my viewpoint as a sales manager may be somewhat different from that of the advertising expert.

Advertising, as I see it, is the roof of the merchandising structure. The foundation of that structure is a sound, salable product, upon which is superimposed an organization of well-trained, capable salesmen.

Advertising, unsupported by meritorious, reasonably priced merchandise and strong salesmen, is, in my opinion, an unwarranted gamble. It cannot be termed an investment.

Nobody will dispute that fact, yet some concerns seem to overlook it.

The next requirement for successful advertising—and it is basic—is this:

Sales and advertising must be synchronized. The sales manager must be sympathetic toward the advertising department. He must believe in advertising. He must believe in his company's advertising manager and its advertising agency.

By the same token, the advertising department must believe in the sales department, always realizing that the salesmen out on the firing line may be of priceless value in reporting both the dealer's and consumer's viewpoint.

Teamwork between advertising and sales departments is vital when times are hard. It is important

at all times. Yet you probably know twenty organizations in which advertising and sales are almost strangers to each other.

We look at advertising as a

**80,000 users**  
*OK this statement*

↓

**"No investment will pay you  
and your family such BIG  
dividends in home comfort as  
TIMKEN SILENT AUTOMATIC  
Oil Heating"**



**Not only does it**  
cleaning, food  
and drink, it is even  
aid to your family's  
comfort and health  
due to its uniform  
indoor warmth... no  
radiant heat, no  
drying and cooling, whether  
you are at home or away. And no investment  
is made of an obligation upon you... your  
family's comfort and protection.

**ONLY**  
**\$25.00**  
**DOWN**  
Balance  
in 60 months  
to Government  
financing agency.

**The patented Wall-Flame principle**  
The Timken Silent Automatic is the patented  
and widely approved Wall-Flame type of  
oil burner. It produces a ring of flame, hot  
flame, which gives directly upon all surfaces  
(the heater) walls... all the way round...  
flame heat is distributed... More warmth is  
produced from each gallon of fuel... Efficiency  
is increased... Fuel cost is reduced...  
Ask any Timken Silent Automatic dealer.

**Convenience and Labor Saving Are the  
Principal Themes in the Timken Silent  
Automatic Newspaper Advertisements**

rather simple procedure. Why  
should it be complicated?

Millions of home owners in this country wouldn't live another season without oil burners if they but knew the facts. Nor would one of those families show good judgment if it bought an oil burner without at least investigating the Timken Silent Automatic.

That is the sole purpose of our

# A NEW IOWA HEROINE



This sweet gal has always been one of Iowa's queens, for this state for years has ranked second in butter production. Just lately Miss Butterfat has blossomed out like a debutante guided by two soggy-rich old aunts!

Everyone in Iowa, farmers, merchants and bankers are patting her on the back and pinching her plump cheeks. They think she is perfectly grand because Miss Butterfat is up 5c a pound! In a state that produces 220,000,000 pounds of butter annually, an increase of 5c a pound means a big jump in purchasing power!

During the past 60 days this price increase to the producer has stimulated buying in Iowa. This state produces 12,000,000 hogs annually and hog prices are now up 47%. This state produces 180,000,000 dozen eggs annually. Eggs are up 5c a dozen! There are a lot of not-counted-on dollars in Iowa today... new dollars itching to buy! In your quest for a share of Iowa's new SPENDABLE income remember that The Register and Tribune's statewide circulation is the most effective and economical way to cover this market!

## The Des Moines Register and Tribune

245,241 Daily—217,418 Sunday A. B. C.

advertising. Make people want an oil burner, and make them want it at once. Then arouse their curiosity and interest to the point where they will ask for or accept a demonstration of our product or get our "Heating Survey."

The general theme of our advertising is quite obvious . . . convenience and labor saving.

The problem of dramatizing this theme is up to our advertising department and our agency.

### **Seasonal Features Injected into Campaign**

Naturally we are constantly injecting certain new features in our advertising in accordance with the season. The average home owner is not anxious to buy an oil burner in June, since he won't need it till September. In June we get sales through extended dating.

In July we employ other means of getting quick action from the housewife. In October or November, the threat of cold, snow, ice, and winter colds hurries the consumer to purchase. In mid-winter we astonish him with the fact that our burner can be installed in a few hours. "No need to let your house cool down!"

We feel that we must sell and re-sell the oil burner idea to the public.

But each advertisement carries sufficient specific facts about our own burner to make the reader wary about signing an order before investigating our product.

Our primary media are newspapers and direct mail. Our business is only seven years old, and does not cover, as yet, the entire United States. Through newspapers we are able to "spot" our advertising message at the point of sale.

Our advertising, which carries coupons, brings many direct sales to our branches and dealers. And it paves the way for our representative when he calls, unsolicited, upon the home owner.

The housewife plays a vital part in the buying of oil heat. She leads the family conference as a rule, though the husband is usually the determining factor as to

the brand of oil heater to be installed.

In every one of our advertisements we bring out from twenty to twenty-five important points, each covering a specific advantage that can be derived by the consumer from the use of a Timken Silent Automatic oil burner. We try to fill our advertisements with interesting as well as important information for the man and woman in whose minds we are constantly striving to create a feeling of dissatisfaction with old-fashioned ways of heating the home.

Every advertisement tells a complete story. Every advertisement also—and rightly so—hooks into our salesmen's story in a complete and thorough manner. Every advertisement is discussed with our salesmen through meetings in our branch and dealer organizations, because it is most important that our sales story mesh intelligently and properly with the story told in our advertisements.

And we know it's good advertising because it is successful advertising.

### **Thompson Appoints Foy Los Angeles Manager**

Fred C. Foy has been appointed manager of the Los Angeles office of the J. Walter Thompson Company. He succeeds Thomas W. Harrison, who has been transferred to the Chicago office. Mr. Foy will have charge of contact, service and new business work in Southern California under the direction of R. Lynn Baker, Pacific Coast manager.

### **Gets Mayflower Account**

The Trupar Manufacturing Company, Dayton, Ohio, Mayflower refrigerators, has appointed Henri, Hurst & McDonald, Inc., Chicago, to handle its advertising.

### **Velogen Account to Peck**

Velogen, Inc., New York, hand lotion, has appointed the Peck Advertising Agency, Inc., of that city, to direct its advertising account. Newspaper and radio advertising will be used.

### **Appoints Redfield-Coupe**

The Jaeger Company, Inc., New York, wool and camel hair sportswear, has appointed Redfield-Coupe, Inc., of that city, to direct its advertising account.



# QUICKEN THE TEMPO of YOUR SALES SONG WITH COLOR



**F**OR a penny a line—\$23.84 a page—you can quicken the tempo of your sales song in the half-billion dollar market served by the Times-Union.

Two extra colors cost only one cent a line more than black. Three extra colors cost two cents more . . . \$47.68 a page for four colors in Florida's largest daily!

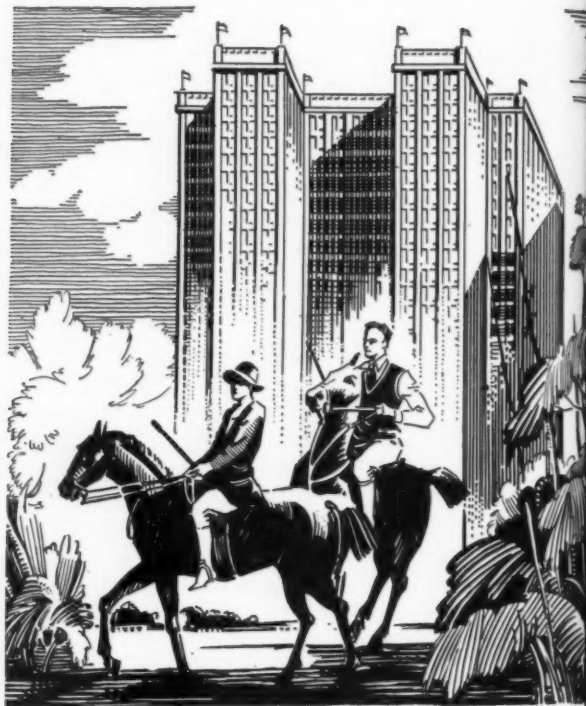
Take advantage of this trifling differential between black on white and color. Give a spring-time lilt to your advertising messages in Florida's Foremost Newspaper this winter.

Sample pages of color advertising and information concerning mechanical requirements for daily and Sunday issues and Sunday magazines and comic sections supplied on request.

**The Florida Times-Union**  
JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.  
New York . . . . . Chicago . . . . . Los Angeles . . . . . San Francisco

# ...HOTELS AND



## THE CHICAGO

CONCENTRATED QUALITY QUANTITY

National Advertising Representative

250 Park Ave.

Copyright, 1932, The Chicago Daily News, Inc.

CHICAGO  
Palmolive Building

PHILADELPHIA  
Record Bldg.

DETROIT  
New Center Bldg.

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AI  
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GEORGE  
NEW YORK  
AN FRAN  
Monadnock

# NDRESORTS TOO!

for the first  
seven months this year  
The Chicago Daily News  
carried more Hotel and  
Resort Advertising  
than any other  
Chicago Daily....

Authority: Media Records

## CHICAGO DAILY NEWS

EVENING CIRCULATION

QUARTERLY  
Representative  
250 Park M  
GEORGE A. McDEVITT CO.  
NEW YORK

DETROIT  
Center Bldg  
SAN FRANCISCO  
Monadnock Bldg.

Financial Advertising Offices  
NEW YORK  
165 Broadway

CHICAGO  
29 S. LaSalle Street



# Give Your Product the Proper Introduction to Detroit Homes



**P**ROPER introductions are in fashion again. Gate crashers had their day, but they never did fool the substantial home folks—the people whose lives center about the home—the greatest consuming market and the world's testing laboratory. To get your product before these folks in Detroit, to be introduced properly, it is only necessary to employ that medium that enters the home as a welcome and invited guest each day—The News. This newspaper will introduce your product to the financially able homes of Detroit, all by itself, for it reaches 71% of the \$3,000 and over incomes, while it has more circulation among all other groups than any other Detroit newspaper. Properly introduced is half sold; sell your product through The Detroit News.

## The Detroit News

New York  
I. A. KLEIN, INC.

THE HOME NEWSPAPER

Chicago  
J. E. LUTZ

# This Advertising Program Brings in 914 New Dealers

A Tabloid Presentation of How Chrysler Stirred Things Up During a Stagnant Year

By Andrew M. Howe

## 1. Company:

Chrysler Sales Corporation.

## 2. Campaign:

Direct-mail promotional campaign addressed to prospective dealers.

## 3. Object:

To obtain new Chrysler-Plymouth dealers.

## 4. Time:

July, 1931, to July, 1932.

## 5. Mailings:

Seven mailings; 152,881 pieces.

## 6. Total Cost:

Total, including third-class mailing—\$16,832.12.

## 7. Inquiries Received:

Total of 1,086.

## 8. Cost per Inquiry:

\$18.99.

## 9. New Dealers Signed:

914.

## 10. Other Results:

In July, 1931, when an intensive drive for dealers was inaugurated, Chrysler ranked fifth in number of dealers in the industry. Two months after the first mailing piece was sent out, the combined efforts of the factory campaign, distributors and wholesale men had put the company in third place in number of sales outlets, which position it still maintains.

The campaign has enabled the company to increase the number of its retail outlets over the previous year in contrast to the serious losses in this respect suffered by many.

Since mailing the last piece on July 7, a decided increase in the

return of inquiry cards from prospective dealers has been observed. From the start of the campaign a year ago, the number of inquiries grew until almost three times as many were received at the end as when the drive began in July, 1931.

## 11. Follow-up of Inquiries:

Follow-up was done entirely by distributors' wholesale representatives. The Chrysler Sales Corporation had absolutely no authority over this force of men. Their activities were directed solely by distributors with close contact and co-operation from the factory wholesale sales promotion department.

## 12. Mailing Number 1:

Mailed July 6, 1931.

Quantity—22,126, sent to prospective dealers in all open points all over the United States. Practically every competitive dealer received this piece.

Cost—\$2,951.65.

Cost per inquiry—\$8.86.

Number of inquiries—333.

Number of dealers signed—155.

This first piece was Vol. 1, No. 1, of "The Chrysler Retailer," published "for automobile dealers who should be interested in the Chrysler Franchise." More like a broadside in appearance than a house magazine, this large eight-page publication (17 $\frac{3}{4}$  by 24 $\frac{3}{4}$  inches) contained the story of Chrysler-Plymouth success.

Messages were printed from various company executives. All of these emphasized the importance of acting "now." This one word was played up throughout the campaign. Every piece urged immediate action on the part of the prospective dealers.

Many pictures helped to dramatize the text, which gave mechani-

cal, construction and organization details. One page was devoted to the "Dramatic Super-Advertising Campaign" as evidence that "The wise dealer is the one who realizes now that it's going to be better to be with Chrysler than trying to sell against Chrysler."

A return card requiring no postage was enclosed.

#### 13. Mailing Number 2:

Mailed August 12, 1931.

Quantity—22,154.  
Same list as Number 1.

Cost—\$2,040.11.  
Cost per inquiry—\$13.43.

Inquiries—152.  
Dealers signed—187.

First page of this four-page edition of "The Chrysler Retailer" carried a message, in large type and with nine small sketches illustrating certain statements, from J. W. Frazer, general sales manager.

Inside spread reproduced letters and telegrams from enthusiastic dealers and clippings with comments on the new Plymouth.

Last page, with exception of small space, devoted entirely to an attempt to get immediate action. Coupon occupied almost half of page. Return envelope enclosed.

#### 14. Mailing Number 3:

Mailed September 28, 1931.

Quantity—21,217. Same list.

Cost—\$2,114.82.

Cost per inquiry—\$23.76.

Inquiries—89.

Dealers signed—124.

Fewer pictures in this four-page edition of the "Retailer."

Text presented in newsy fashion. Names of "new enlistments in the Chrysler Army" listed. Coupon and return envelope.

#### 15. Mailing Number 4:

Quantity—26,117.

Cost—\$2,437.33.

Cost per inquiry—\$27.69.

Inquiries—88.

Dealers signed—90.

This mailing made up of Automobile show pieces. "Chrysler challenges at the New York (Chicago) show," with dates of show,

**Chrysler Franchise  
in Great Demand**  
Sales in Full Year 1931 in the  
Six Months for Month with Chrysler  
and Plymouth Cars

**TERRITORY COMING FAST!**  
The Chrysler Sales Corporation  
has been so successful in its  
sales of Chrysler and Plymouth  
cars that it has been forced to  
expand its territory. It is now  
looking for dealers in all parts  
of the country. If you are  
interested in a franchise, write  
to the Chrysler Sales Corporation,  
1000 Broadway, New York, N. Y.

**Chrysler Dealer List**

Chrysler Sales Corporation  
has a list of dealers in all parts  
of the country. If you are  
interested in a franchise, write  
to the Chrysler Sales Corporation,  
1000 Broadway, New York, N. Y.

**HERE'S  
YOUR  
BIG  
CHANCE**

WRITE, PHONE OR MAIL THIS



**Profits in Other Price  
Groups**

Recent price cuts have made it  
possible for Chrysler to sell more  
cars than ever before. This means  
more business for dealers. If you  
are interested in a franchise, write  
to the Chrysler Sales Corporation,  
1000 Broadway, New York, N. Y.

**The New Plymouth Car  
is the Best on the  
Wheels of the World**

The Chrysler Sales Corporation  
has a list of dealers in all parts  
of the country. If you are  
interested in a franchise, write  
to the Chrysler Sales Corporation,  
1000 Broadway, New York, N. Y.

**The Backing of the  
World's Third Largest  
Manufacturer**

Chrysler Sales Corporation  
has a list of dealers in all parts  
of the country. If you are  
interested in a franchise, write  
to the Chrysler Sales Corporation,  
1000 Broadway, New York, N. Y.

**J. W. FRAZER**  
General Sales Manager  
Chrysler Sales Corporation  
Detroit, Michigan

I am interested in confidential information regarding the particulars of the  
Chrysler and Plymouth dealer agreement.

Name \_\_\_\_\_

Town \_\_\_\_\_

County \_\_\_\_\_ State \_\_\_\_\_

I am now handling the \_\_\_\_\_ line

ALL INQUIRIES WILL BE HELD IN STRICTEST CONFIDENCE

**Every Piece in This Campaign Urged Prospective  
Dealers to Take Immediate Action—This Is the Back  
Page of Mailing Number 2. It Pulled 152 Inquiries**

across the bottom of the front cover.

New York show piece went to all dealers east of Ohio-Indiana line and south to Gulf just prior to show dates. Quantity—12,449.

Chicago show piece sent to balance of country as far west as Denver. Quantity—13,668.

This piece, four pages (8½ by 8¾ inches), contained a smaller insert, stapled in the center, announcing the new Chrysler line.

#### 16. Mailing Number 5:

Mailed April 2, 1932.

Quantity—20,853.

Cost—\$2,462.65.

Cost per inquiry—\$24.38.

Inquiries—101.

Dealers signed—158.

Vol. 1, No. 4, of the "Retailer." Devoted entirely to "results," giving facts and figures on sales of the company's line in different cities. This piece opened up into a larger broadside than the others, making room for pictures of different models.

Coupon offered a book, "Your Business and Ours." Return envelope enclosed.

#### 17. Mailing Number 6:

Mailed May 11, 1932.  
Quantity—20,224.  
Cost—\$2,372.56.  
Cost per inquiry—\$22.59.  
Inquiries—105.  
Dealers signed—56.

Theme of this eight-page edition was "Success to you!" Chrysler and Plymouth advertising received prominent attention. Coupon offers same book as above. Return envelope enclosed.

#### 18. Mailing Number 7:

Mailed July 2, 1932.  
Quantity—20,190.  
Cost—\$2,453.  
Cost per inquiry—\$11.25.  
Inquiries—218.  
Dealers signed—144.

The last mailing piece in the campaign.

A sixteen-page book telling the story of a dealer who switched to the Chrysler line. Cover carried photograph of dealer who says: "My Name Doesn't Matter! But My Experience Does!"

Final plea for "Action."  
Inquiry card enclosed.

#### 19. Book for Prospects:

This is the book sent in response to inquiries—"Your Business and Ours." It helped distributors' wholesale men with their follow-up work. Twenty-eight pages. Text in question and answer form explaining details of Chrysler franchise.

#### 20. Book for Wholesale Men:

This little booklet, entitled "My Job," was intended to be entirely educational, for the wholesale men working for the distributors who handled the follow-up on the inquiries. The wholesale salesman's

job was outlined and helpful advice given in obtaining dealers.

#### 21. Franchise Presentation Manual:

This also was sent only to the wholesale men of the distributors. Ten copies were sent to each man and these were used by him in his follow-up work with prospective dealers. He was given ten copies so that he would be able to leave a copy with prospects who turned out to be "hot."

The complete Chrysler story was contained in visual presentation form. Page by page the prospect learned why he would "be happier with Chrysler."

### New Rochester Agency

Stewart, Hanford & Frohman, Inc., a new advertising agency, has been organized at Rochester, N. Y., and represents an affiliation of personnel of H. C. Goodwin, Inc., and Lyddon, Hanford & Frohman.

Albert T. Stewart is president. Louis H. Frohman, vice-president, is in charge of the New York office. Hugh L. O'Neil and Lester A. Casler are vice-presidents; Saxe H. Hanford, treasurer, and Anna T. Jones, secretary.

The development does not in any way change the personnel of the New York office or relations with affiliated agencies.

### To Advertise New Food Product

The Mama Cookie Bakeries, Inc., Chicago, has appointed the McJunkin Advertising Company, of that city, to handle the advertising and merchandising of a new food product, Mama's Malted Milk Dessert. Newspapers and radio are being considered.

### C. R. Lyddon Joins Hutchins Agency

Clinton R. Lyddon, until recently president of Lyddon, Hanford & Frohman, Inc., advertising agency, has become associated with the Hutchins Advertising Company, Rochester, N. Y.

### Southerton Joins Thompson

Charles J. Southerton, for more than seventeen years with Albert Frank & Company, New York advertising agency, has joined the Wall Street office of the J. Walter Thompson Company.

### Ayer Appointed

The Parker Pen Company, Janesville, Wis., has appointed N. W. Ayer & Son, Inc., to direct its advertising in Latin America, the Far East and South Africa.

# Color of Ink Is Only a Detail in Letter Advertising

But, Since We Are Asked About It, Here Are Some Data Which Will Help Those Interested

THE CALCIUM CARBONATE CORPORATION  
CHICAGO

Editor of PRINTERS' INK:

Would you please tell us whether there is any available data on the most effective ink colors for the body of direct-mail letters? We have noticed that many large users of direct mail are partial to a purple blue ink, and if there is any information available as to the relative effectiveness of this color we would like to have it.

MARLON BRANDO,  
General Manager.

IT is our opinion that the color of ink used in the body of direct-mail letters is just about the least important part of the problem involved in developing a mailing that will pull the best returns. The mailing list, the message, the timing, the mailing classification—those are the big fundamentals. Alongside of them, other phases of the problem, the color of the ink most of all, are relatively insignificant.

However, when an advertiser has given the important factors the consideration they demand and feels he is ready to get what little extra benefit may come from the selection of ink colors, the following information may be of some value:

So far as we know, no advertiser has made any really conclusive tests with regard to the relative effectiveness of various ink colors. But opinions do exist on the subject, as they exist on almost every phase of advertising. One publisher, for example, has convinced himself that letters processed in blue ink outpull those done in other colors. Another organization—a large correspondence school—believes it has found that black ink on white paper isn't nearly so effective as blue ink on white paper, when writing to business executives.

In this connection it is interesting to know that Luckiesh, the light and color expert, rates blue on white fourth on his legibility

chart and black on white sixth. Green on white, the only other color combination logical for use in letters on his chart, is listed second. So perhaps green on white is what it ought to be, although we shall continue to stick to black and white.

The Strathmore Paper Company once issued information to the effect that color combinations on paper rank as follows, from the standpoint of legibility:

- |           |     |    |        |       |
|-----------|-----|----|--------|-------|
| 1. Black  | ink | on | yellow | paper |
| 2. Green  | "   | "  | white  | "     |
| 3. Red    | "   | "  | white  | "     |
| 4. Blue   | "   | "  | white  | "     |
| 5. White  | "   | "  | blue   | "     |
| 6. Black  | "   | "  | white  | "     |
| 7. Yellow | "   | "  | black  | "     |
| 8. White  | "   | "  | red    | "     |
| 9. White  | "   | "  | green  | "     |
| 10. White | "   | "  | black  | "     |
| 11. Red   | "   | "  | yellow | "     |

Of course, one important factor in this whole matter of ink colors is the type of mailing. If the effort is to create an appearance of a personal letter, black on white probably would be the proper choice. This is one of the annoying things that crops up when one attempts to answer a specific question about advertising; so much depends on the individual advertiser's problems and purposes that it is very seldom safe to be dogmatic.

However, we feel we are on safe ground when we venture the assumption that comparatively few advertisers have given the more important aspects of letter work the attention and study required to warrant wrinkling brows over ink colors. There are still so many poorly kept mailing lists, so many badly written and thought-out letters, such poor timing and injudicious selection of mailing classification, that we are convinced the selection of ink colors may well be left to the personal preference of those handling the direct-mail campaign.—[Ed. PRINTERS' INK.]



*Two surveys of business activity agree that INDIANAPOLIS is a*

# Good Market NOW



The relative level of department store trade in Indianapolis for the first 7 months of this year, was 18% above the district average, according to the Seventh Federal Reserve District report on Business Conditions for August 31.

General business activity in Indianapolis during May, June and July . . . as reflected by bank debits . . . was 23% above the U. S. average, according to a survey made by *Sales Management* and reported in its issue of September 1.

Steadier business conditions, and the opportunity to cover the market thoroughly for only one economical advertising cost with *The News*, makes the Indianapolis Radius decidedly worth aggressive sales effort NOW.

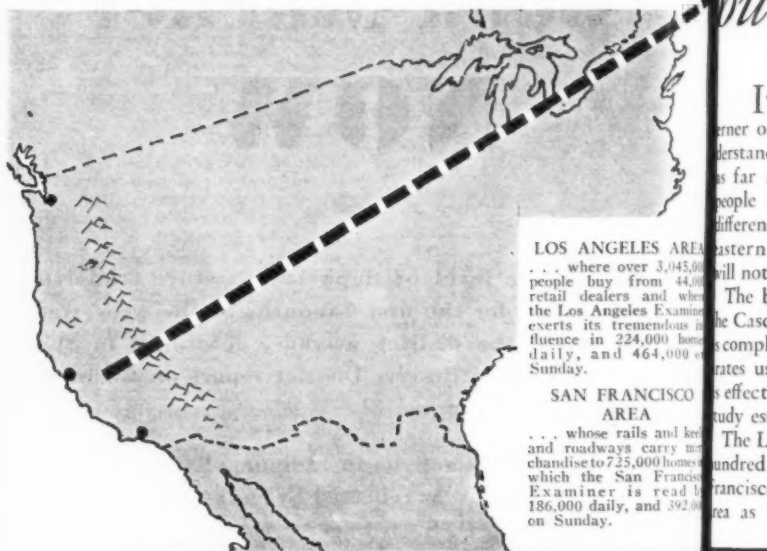


New York: DAN A. CARROLL, 110 E. 42nd St.

Chicago: J. E. LUTZ, Lake Michigan Bldg.

On the Pacific Coast . . .

*They speak American*



*How Well do You Know*

**SEATTLE AREA**  
 . . . a market area of 1,137,000 people, buys from 16,000 retail outlets and regarding the Seattle Post-Intelligencer, daily and Sunday, as an inseparable part of the Northwest.

C A

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 Cleveland



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## but they Live in Spain

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ANCISCO  
REA

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5,000 homes  
San Francisco  
is read by  
r, and 392,000

IT is difficult for an easterner or a mid-westerner to understand that the Pacific Coast is as far away as Spain . . . that people out there have entirely different buying habits . . . that eastern market-measurements will not apply.

The barrier of the Sierras and the Cascades shuts off the Coast completely as the Atlantic separates us from Europe . . . and, effectively, makes on-the-spot study essential to understanding.

The Los Angeles market is two hundred miles in diameter. San Francisco feeds and clothes an area as large as New England.

Seattle merchants sell their wares from Bellingham to Helenas, 150 miles apart.

To the advertiser who was brought up on dense, compact, self-contained eastern markets, these trading conditions are a stumbling block. To the initiated, they are a revelation in quick responsiveness.

In the three great markets of the Coast, the Boone Organization represents powerful Hearst newspapers whose conception of service to advertisers is to *know* these markets and make this knowledge available to all who have goods for sale.

## You KNOW the COAST

LE AREA  
market area  
people, buy  
retail outle  
ng the Seat  
gencer, dai  
as an insepa  
the North

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION

*Pacific Coast Group*  
A UNIT OF

HEARST ADVERTISING SERVICE

New York

Boston . Chicago . Detroit . Philadelphia . Rochester  
Cleveland . Atlanta . San Francisco . Los Angeles . Seattle

# Here's the Prize Way Not to Pick an Advertising Agency

A True Story, Disguised for Obvious Reasons, of What Happened in a Certain Committee Room

By an Agency Executive

**I**N thinking the thing over from a purely impersonal viewpoint I am inclined to believe that the advertising committee was not entirely to blame.

It started out innocently enough to develop an advertising program. The selection of an agency to handle the job was more or less incidental.

As a matter of fact, the blame, if there was any, should be saddled on the agencies themselves. They never should have allowed themselves to get into such a mess. The advertising committee didn't know any better. The agencies did.

The account was one that our agency had been in touch with for six months or more. The officials of the company had called us into consultation several times, and had assured us that as soon as the directors could be induced to approve an appropriation for advertising we would have the account. Not a big account—probably not more than \$100,000, but a very desirable one. The company was well established and never had done any advertising.

Finally the directors did authorize an advertising campaign. The secretary of the company called me bright and early one morning to break the glad news.

"The directors have appointed an advertising committee to work the thing out," he said. "They would like to see you at three o'clock Tuesday." Then rather apologetically he added: "Somehow the news has gotten out, and two or three other agencies have asked to be heard, but that is merely a matter of form."

Promptly at the hour specified I showed up at the company's offices.

"The committee is busy just now," the young lady at the in-

formation desk said. "You will have to wait your turn. You will find a seat in the office on the right."

I glanced through the door of the office indicated. It was filled with advertising men. At least six or eight different agencies were represented.

"Are all those men waiting to see the committee?" I asked.

"Oh, yes," she smiled, "but it won't take long—only five or six minutes each."

"But I have an appointment," I protested.

"I'm sorry," she replied, "but I am sure the committee is doing the best it can. They worked last night until ten o'clock, and they have been sitting since eight-thirty this morning. They will see you as quickly as possible."

I glanced again through the open door into the waiting room. Stacked up against the chairs upon which the agency representatives sat were great packages of drawings and layouts, portfolios and brief cases of every description. Art and brains enough for a dozen campaigns.

## ***Righteous Indignation Won Out***

Common sense told me to go back to my office and forget the whole thing. Righteous indignation demanded that I see it through and tell that committee things that it needed to hear.

"Call the chairman of that committee," I demanded, "and tell him that I am here to keep my appointment, and that I have no intention of joining the line on the right."

She protested, but when I threatened to barge in unannounced, she reluctantly relayed my message.

The chairman was profoundly apologetic, and did not under any

circumstances want to miss seeing me. Wouldn't I be good enough to come back at four-thirty, at which time I would not have to wait.

I said I would, and promptly at the hour specified showed up again.

The committee was taking time out for a cup of tea, in the lunch room. There still were eight men, representing two agencies, waiting.

The committee, looking very tired and grouchy, came filing out of the lunch room a few minutes after my arrival, and again were profound in their apologies. The whole thing was very regrettable, but wouldn't I please wait just twenty minutes?

I saw the first of the waiting agencies file in, six men—each man carrying a package of drawings, a portfolio, or a brief case, burdens no doubt representing hundreds of dollars of expense, and many days of creative effort. And they were to get ten minutes to make their presentation.

Nine and a half minutes later they filed out, minus their burdens with a look of utter hopelessness on their faces.

The last of the weary waiters were given only eight minutes in the sacred chamber, and then the secretary came out and personally conducted me to the slaughter.

I had no artwork, no copy, no elaborate plan—nothing but a type-written letter outlining how we would handle the account if it should be entrusted to us.

The committee room was a large office, with a table big enough to play tennis on in the center. Piled high upon it and stacked around the sides were the offerings of the agencies that had passed through the mill.

#### ***An Exhibit of Misdirected Effort***

It was the most amazing exhibit of art and literature and misdirected mental effort that I have ever seen, and the most disgusting illustration of the lengths to which reputable advertising organizations will go, in these days of bread lines and busted schedules, in their efforts to drag in a little extra business.

I could just see the top of the chairman's bald head behind the

pile of junk that cluttered his table. He was very brusque and businesslike.

The committee would like to know, he said, just how we would go about spending the company's advertising money—would I tell them please in as few words as possible.

I had come into the room boiling over, and determined to tell the committee members what utter fools they were making of themselves—but somehow when I looked into the serious, worried face of that little bald headed chairman my soreness all left me. I felt sincerely sorry for him.

#### ***How Intelligent Advertisers Pick an Agency***

Instead of jumping down his throat and kicking his insides around I tried to tell him how intelligent advertisers went about the selection of an advertising agency, and how utterly impossible it was to judge an agency's ability to render service by the preconceived theories that it might develop in advance, or the pretty pictures that it might be able to buy. I told them further that I was convinced they had hit upon the world's worst way to select an agency.

Then the committee began to ask questions, most of them sensible questions indicating a sincere desire to know what it was all about. It was two hours before I could get away.

Someone made a motion that the junk that had been submitted be sent back unopened, and that the business be turned over to me at once.

The chairman felt, however, that as they had promised to consider all the presentations that had been made they were in duty bound to go through with it.

They spent two full days at the job, and by the time they had finished reading plans and copy, and studying layout and artwork, they were so tired and disgusted that they couldn't tell whether a semi-comprehensive was something that had to do with the intelligence of the buying public, or was merely a round about way of intimating that

# Free Ideas

## for Editors and Copy Writers

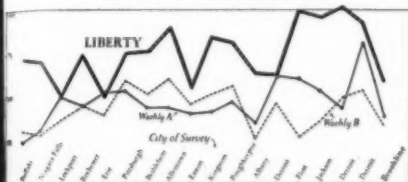
Here are the *best read* Liberty features of the past 18 weeks (all that had higher than average ratings)—since the beginning of the Percival White, Inc., counts of what men and women really read.

[M] indicates especial popularity with men.  
[W] indicates especial popularity with women.

## Reader Interest in Average Editorial Feature in Each of 3 Leading Weeklies

Week By Week for 18 Weeks Since the Beginning of the White Tests

(Men and Women Combined)



### Average Page Advertisement in Liberty

	Per Cent of Extra Persons Noting	Over Second Weekly	Over Third Weekly
This Week (September 10 issues)	24%	81%	
18 weeks to date (av. of White surveys)	17%	46%	
Projection of Extra Volume of Persons Noting		Over Second Weekly	Over Third Weekly
This Week (September 10 issues)	266,560	420,532	
18 weeks to date (av. of White surveys)	247,336	229,315	



Advertiser: Lucky Strike  
Agency: Lord & Thomas  
Space: Back Cover  
Attention Value: 172% better than average page



Advertiser: Chesterfield  
Agency: Newell-Emmett Co.  
Space: Back Cover  
Attention Value: 111% better than average page



Advertiser: Chesterfield  
Agency: Newell-Emmett Co.  
Space: Back Cover  
Attention Value: 94% better than average page



Advertiser: Sheaffer's  
Agency: McKunkin Advertising Co.  
Space: 4-Color Page  
Attention Value: 89% better than average page

HIGHEST RATED ADS OF THE WEEK

SEPT. 10

the committee itself was only half there.

Then it was, while everyone was staggering around with a headache, that one of the committeemen came through with a brilliant idea. He had a retail business of his own, and there was a small agency, he said, that had been doing some work for him. They were swell fellows. Why not call them up and settle the whole thing by turning the business over to them?

No one had either strength or inclination to protest—and the thing was done.

The advertising was hurried through, and started a few weeks later. It ran three months, and petered out.

The committee is quite convinced that this whole advertising business is just a wet smack.

May be all right for some businesses, but not for them. Nope, they've tried it.



## New Postage Rates Save Money for This Advertiser

GERBER PRODUCTS COMPANY  
FREMONT, MICH.

*Editor of PRINTERS' INK:*

I was much interested in your editorial in the August 25 issue, "Mr. Brown Is Chagrined," and am wondering if our own situation is not typical of that of many other business organizations. The new postage rates are going to save us money.

Under the old rates we were making from two to three mailings annually to one list of 128,000 under first-class postage, but when with the new rates the cost on each of these mailings was jumped up \$1,280 it caused us to think.

We reasoned that we receive a lot of mail and that regardless of whether it comes in under special delivery, air mail, first-class or third-class postage, its reception depends entirely on the subject matter and the way it is presented.

We have every reason to believe

that so long as we keep our messages interesting and direct them to the people who are apt to be interested, we are going to get just as good results from third-class mailing one-cent postage as we did formerly with a substantial saving.

We have numerous other smaller lists which in the aggregate may exceed the total of this one, but this one alone will save us more than enough to offset the increased postage on our regular routing correspondence.

Where theoretically according to the basis on which the legislators and postal authorities must have figured this particular mailing would have brought the Government \$3,840 at the new rates against \$2,560 on the old rates, it is actually bringing them only \$1,280 or \$2,560 less than anticipated and \$1,280 less than formerly.

DAN GERBER,  
Vice-President.



### La Touraine Account to Lavin

The W. S. Quinby Company, Boston, maker of La Touraine coffee and tea, has appointed Lavin & Company, Inc., of that city, to direct its advertising account.

### Price Leaves Bamberger

Irving Price has resigned as advertising manager of L. Bamberger & Company, Newark, N. J., department store.

### New Account to Rosenberg

The Beau-T-Wave Original Wave Setter, New York, has appointed the Arthur Rosenberg Company, Inc., of that city, to direct its advertising. Plans call for use of newspapers and magazines.

### Advanced by "Diesel Power"

Rex W. Wadman, formerly business manager of *Diesel Power* and *Motorship*, New York, is now general manager of both publications.



# Make-Up of Good Display Window as 115 Dealers See It

Cincinnati Survey Brings Out Significant Points as to Kind of Material Preferred in Stores

A SURVEY, conducted recently by a group of students in the University of Cincinnati under the supervision of C. W. Browne, manager of marketing service, the United States Printing & Lithograph Co., uncovered some unusually interesting facts about what dealers think about window display, what they like and don't like, and how they use displays. Interviews were had with 115 retailers in ten different lines and in addition 261 stores were observed.

Most significant, perhaps, of all the answers obtained was the unanimous agreement among dealers that there is a marked increase in sales after the installation of a window display and a falling off in sales as soon as the display is removed.

One of the questions asked was, "In selecting which displays to use, what points are most important?" The answers, which follow, give the points and number of dealers who consider each important:

Appearance, colors, etc .....	80
Profit-making article .....	42
Nationally advertised item .....	57
Conscious tie-up with manufacturer's advertising .....	60
Importance of item in relation to line .....	39
Size—Full window preferred .....	57
Part window preferred .....	29

It is interesting to note that in both the drug and grocery groups, the two most important classifications, full windows won an overwhelming preference.

Another question asked was: "In your experience which is the better sales-puller—a one-product window or a window with a variety of products?"

Fifty-nine dealers voted for the one-product window while thirty-nine preferred the window featuring a variety of products. In the drug field, for instance, the vote was twenty-one to six in favor of the former and in groceries twelve

to five. Jewelry stores, with a seven to one vote for variety windows, were the only group showing a preference that way.

In answering questions concerning how most of the display material comes, the following number of dealers indicated the following sources:

Following salesmen's calls and explanations .....	74
Without notice from manufacturers .....	38
By request in reply to manufacturers' letter or advertisement .....	29
Through professional window display services .....	49

That dealers do not change their windows oftener than once a week and that most of them leave displays in longer than seven days was indicated by the following figures:

Drugs, 10 days; delicatessens, 11 days; confectioners, 11 days; electrical, 13 days; groceries, 8 days; jewelry, 11½ days; paint and hardware, 13 days; radio and musical, 14 days; tobacco, 10 days; auto accessories, 16 days.

The survey developed the fact that a surprisingly large number of dealers repeat or duplicate displays. Fifty-three of the 115 dealers interviewed said that they did repeat or duplicate.

From observation the investigators reported the following number of windows devoted to various appeals:

Service .....	72
Style .....	41
Convenience .....	46
Appetite .....	86
Price .....	91
Cleanliness .....	3
Pride of ownership .....	41
Luxury .....	76
Utility .....	84
Quality .....	137
Preservation of health .....	7

The high number of appeals indicated is due to the fact that the majority of windows observed contained two or more appeals in each.

## All Sales Record Broken as 156 New Accounts Swell Order

**E**XPERIENCED in the results possible through Chicago American co-operation a large baking company turned again Chicago's first evening newspaper when determined on a drive for new accounts in this market. Largely through Chicago American staff work 156 new accounts were soon added . . . all sales records of this company were shattered .

. . .

The Chicago American heads its field in circulation, has 93.2% of its readers within the limits of the real Chicago market, is exceptionally skilled in the mechanics of maximum selling in that market. To advertisers it offers not only a wider channel into the rich head of the nation's second biggest market, but also the fruit of a rich experience in current selling in that market.

To these there is added a notable fund of new, live, useable facts about both sellers and buyers in that market, plus unstinted co-operation with advertisers in the profitable

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employment of those facts in stimulating sales, simplifying distribution, lowering costs. Advertisers who are awake to their present sales problems, to their difference from those which confronted them but a year ago, to the importance and the economy of concentrating on concentrated markets — those advertisers will find the Chicago American a very real help in conducting profitable sales operations in Chicago.



# CHICAGO AMERICAN

good newspaper now in its TWELFTH YEAR of circulation leadership in Chicago's evening field

National Representatives:

RODNEY E. BOONE ORGANIZATION

## Whimsy in Technical Copy

IT is entirely probable that if an amusing and interesting person should walk into a meeting of engineers who were discussing the technique of bridge building, he would be given an enthusiastic hearing after several technical speeches had been made. This would be particularly true if in addition to being amusing and interesting, he knew something about bridges which he could tell informally and humorously.

That is the thought behind some recent advertising by Stanavo, the aviation gasoline and engine oil which has been appearing in publications read by pilots, student aviators and other air-minded people.

In the midst of many pieces of copy which talk about heat loss through conduction and radiation, diagrammatic lubrication charts, mixture controls, and aerodynamic efficiency, this whimsical copy stands out dramatically.

Standard Oil aroused much interest when it dared to be humorous in its Flit copy. This is another example.

Gus and Ole, the Stanavo boys, are shown in a series of catchy

illustrations doing their air stuff all the way from Greenland's icy mountains to the coral strand of



what looks like North Africa. "Oh, Stanavo, you have everything!" was the legend under the illustration reproduced here.

The drawings are accompanied by text which points out that varied temperatures or high altitudes have no effect upon the combination of gasoline and engine oil which the Standard Oil Company through the Stanavo Specification Board, Inc., is promoting for the use of pilots.

### C. L. Cushing with Donahue & Coe

Charles L. Cushing, recently promotion manager of the Condé Nast Publications, has joined Donahue & Coe, Inc., New York advertising agency. He was formerly promotion manager of the *American Magazine*.

### Weyrauch with Brooklyn "Eagle"

Martin H. Weyrauch, at one time publisher of the former New York *Evening Graphic*, is now circulation director of the Brooklyn *Daily Eagle*, of which he was formerly assistant city editor.

### Edlund Heads Trade Association Executives

Roscoe C. Edlund, manager of the Association of American Soap and Glycerine Producers, Inc., was elected president of the American Trade Association Executives at the annual meeting held last week in Philadelphia.

### Joins Memphis "Press-Scimitar"

Moss Penn, formerly national advertising manager of the Memphis *Commercial Appeal*, has joined the national advertising staff of the Memphis *Press-Scimitar*.

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# THE AUDIENCE

## *Is the Answer!*

**L**IFTING people out of the dull routine of everyday thoughts and feelings, transplanting them for a time to a make-believe world of wonderment, of clowning, of romance or tragedy is the art of entertainment.

It's a fast moving, hair-trigger business. Genius, technical skill and shrewd practical psychology are its essential tools—the element of chance a constant and compelling stimulant.

Nor does the showman—whether he be stage producer, novelist or magazine editor—have to wait long for the answer. The audience is the answer—a direct and final answer for there are no middlemen to observe the issue as in the sale of merchandise.

Naturally the larger the audience, the greater the risk—the more exacting the task—and the more positive the answer.





## WINNING THE APPROVAL OF 15,000,000

**E**VERY entertainment is planned with the general nature and size of the audience in mind.

A road show does not aspire to the bright and glittering smartness of the Follies.

The run-of-the-mill novel destined for the quick oblivion of the seventy-five cent shelf lacks the tone of Lewis or Cather best seller.

The one-tent county seat circus does not give its the airs and the infinite variety of the big super-theatrical shows.

Nor does the publication with a modest following concern itself with the same considerations as the great weeklies and monthlies must do.

No publication of an entertainment nature in the world has the same editorial problem as The Comic Weekly, because no publication audience approaches one-half of The Comic Weekly reading audience.

Winning the weekly approval of 15,000,000 readers is a task and an achievement that is without parallel in the entire field of entertainment.

To the most casual observer, it must be obvious that such an audience cannot be held week after week with slipshod or random editorial planning.

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## THE COMIC WEEKLY EDITORIAL FORMULA

NATURALLY, any plan having to do with interesting one-fifth of all the families in America must be broad and simple and inclusive.

To gain and hold people's intense interest, the entertainment appeal must include *every one* of the four great common denominators—laughs, loves, thrills and tears.

The reason for the editorial success of The Comic Weekly; the reason it has gripped the reading imagination of a vast public for nearly 40 years, is found in the skillfully balanced presentation of these four great common denominators to its audience every Sunday.

The appeal of The Comic Weekly rests upon well-established characters—some of them familiar to two generations of Americans—all of them with years of friendly acquaintanceship with readers.

The task then is to present the characters in situations—continuity stories—that reflect and parallel the lives and impulses and emotions of readers. They must be human!

There, in brief, is the formula. Like the germ idea of any great enterprise, there is no mystery about it, though in its working out, there is veritable magic compounded of genius, skill and infinite pains.

So, perhaps, you will be interested to meet on the next page—The Makers of the Magic.

# Meet the Makers



**PERCY CROSBY**  
"Skippy"



**RUSS WESTOVER**  
"Tillie the Toiler"



**E. C. SEGAR**  
"Popeye"



**GEORGE McMANIS**  
"Bringing up Dumb Dor"



**LYMAN YOUNG**  
"Tim Tyler's Luck"



**BILLY DEBECK**  
"Barney Google"



**PAT SULLIVAN**  
"Felix"



**RUBE GOLDBERG**  
"Boob McNamara"



**H**ERE they are for the first time on any stage—the men who plan, write, and draw The Comic Weekly.

There is a universality in the appeal of the work of these men that is not matched anywhere. No authors on earth have a wider audience.

Not only do these men entertain weekly one-fifth of the families of America, but their portrayals are syndicated to

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# s the Comic Weekly...



**PAUL FUNG** "Dumb Dora"  
**H. H. KNERR** "Katsenjammer Kids"  
**JAMES E. MURPHY** "Toots and Casper"  
**MILT GROSS** "Dave's Delicatessen"



**WALT DISNEY** "Mickey Mouse"  
**CLIFF STERRETT** "Polly and Her Pals"  
**JAMES SWINNERTON** "Little Jimmy"

over 2,000 publications in 58 counties and printed in 26 languages.

If people are news, here are front page features, for these artists give the world more wholesome entertainment than any other group of men—and, incidentally, their earnings represent probably the top reward for personal productive effort.

# Filling a Need in the Adv

**A**S FAR back as the oldest advertising veteran can remember, there has been no shortage of publications. Quite the contrary.

Yet since 1929, there has been an increasing shortage of publications vital enough to justify a considerable advertising investment—to do a profitable job.

Back in 1927, '28 and '29, almost any kind of advertising in almost any media produced results, or we thought it did, though, perhaps, with back-orders piling up, our advertising thinking was more surface than sound.

But 1930, '31 and '32 have brought new conditions. The nation has stopped keeping up with the Joneses. The fashion has seemed to be for everybody and his brother to outfumble the Joneses on the purchase of anything beyond necessities.

The problem to many leaders has become one of advertising to protect a priceless brand name rather than to produce current sales.

## ***But Note This!***

This very period has seen the launching of The Comic Weekly as a medium for general merchandise advertising—has seen it start at scratch and earn its way into a key position on many important lists, by an actual delivery of sales results.

Look at the list of products advertised in The Comic Weekly. Here are no guess-work merchandisers. Here are the nation's leaders—keen weighers of values—able analysts of advertising productiveness.



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While practically all publications have fallen off sharply in advertising lineage presumably because the buyers of advertising have not the faith that investments in them will stand up in these times. The Comic Weekly has come into the field and earned a high place in the sun by actually selling merchandise.

The increasing of schedules by manufacturers who have used The Comic Weekly proves its power as an advertising and merchandising medium.

For example, General Foods Corporation ordered six pages in 1931. Before that schedule expired two more pages were added.

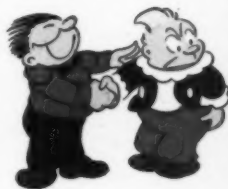
In 1932, five General Foods products are in The Comic Weekly—Grape Nuts, Postum, Jell-O, Minute Tapioca and Post Toasties.

One page in September, 1931, used by Lever Brothers for advertising Lifebuoy and Rinso, has developed this year into a large schedule of pages on both these products and in addition pages on Lux Toilet Soap and Lux Soap Flakes.

Schedules grow in The Comic Weekly only because they bring results.

This unique accomplishment reflects many things, but more than anything else, it reflects the thoughtfulness and skill with which this publication is edited—the intense reader interest it commands—the power and penetration of its 5,500,000 families.

The Comic Weekly audience—15,000,000 strong—has answered. A welcome answer it has been, too, to many of the leading manufacturers of America.



## The Basis of Leadership is Knowledge of Values

These leading products have been presented in full page color advertisements in The Comic Weekly, in 1931-32:

BON AMI	VICKS NOSE AND THROAT DROPS
OVALTINE	BAUER AND BLACK (HANDI-TAPE)
LUX FLAKES	AUNT JEMIMA PANCAKE FLOUR
W. K. KELLOGG	DR. LYON'S TOOTH POWDER
LIFEBUOY SOAP	LISTERINE SHAVING CREAM
LUX TOILET SOAP	LISTERINE TOOTH PASTE
KRUSCHEN SALTS	JOHNSON'S FLOOR WAX
IODENT TOOTH PASTE	POSTUM CEREAL
WILDROOT WAVE POWDER	MINUTE TAPIOCA
WATERMAN FOUNTAIN PENS	LISTERINE RUB
SMITH BROTHERS COUGH SYRUP	GRAPE-NUTS
MULSIFIED COCOANUT OIL SHAMPOO	COCOMALT
LISTERINE	JELL-O
	RINSO



## THE COMIC WEEKLY



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# This Wholesaler Has Faith

**E**MPTY shelves in retail stores form a very effective dam against quick business pick-up. Even the most optimistic consumer eventually grows pessimistic as he finds that retailers do not carry the merchandise he wishes to buy.

A number of manufacturers have been trying to drive this message home to dealers—but it is just as important these days that the wholesaler realize the important part he can play in putting over the same message. If the wholesaler sits back, allows his own stocks to remain partially depleted, advises his customers to be cautious it will take a tremendous amount of pressure on the part of manufacturers to bring about full retail stocks.

The Geo. Worthington Co., hardware wholesaler of Cleveland, Ohio, places itself among the progressives in a full-page advertisement recently used in hardware publications. It is headed "A Message for Today" and after sketching briefly what has happened during previous depressions calls upon dealers to begin to replenish their stocks.

"Mr. Dealer, fill up those empty shelves!" says the company. "Carry stocks that are complete enough to impress your trade! Buy now when prices are still at such low levels.

## A MESSAGE FOR TODAY

Business as we now find it and these years tell our story of business life has passed a large part of our country's history.

During that time we have witnessed four periods of at least five major depressions. Each has taken its toll and brought its flood of liquidation promises for the future. Yet each has left us in a people stronger and better equipped to meet forward to new heights of prosperity.

The effects of the great last boom of '20 and '21 brought us to the point of 1927. There came enormous expansion in business, great prosperity and extravagance, ending, twenty years later, in another great panic. Security values were completely dismantled, bank failures widespread and business at a standstill. Bank notes were discounted and interest rates rose to 20% and even higher.

1933 followed in another depression with the years of nation-wide unemployment, business, unemployment and bread lines.

And so on through the anxious days of '94, '95 and 1902.

Nothing new. The same fundamental causes.

So again, the inevitable temporary aftermath.

For nearly three years now we have lived through another major depression. Still a month ago there was little in the general outlook to point to more than a slight seasonal recovery.

The picture has changed rapidly, however, in the last few weeks. Security prices are steadily advancing, restoring billions of capital into circulation; bank failures are no longer a cause for alarm; plants are reopening, or increasing production; commodity prices are rising—and because we are producing today only as much as in 1932 (despite enormous gains in population and national wealth) increased demand will cause several serious shortages in many important lines.

People will become as eager to buy as they recently were afraid. Buyers' market will become a seller's market.

Mr. Dealer, fill up those empty shelves! Carry stocks that are complete enough to impress your trade! Buy now when prices are still at such low levels.

We advise you to do only what we are doing ourselves. For the future we have only confidence. We will see dealers to share it with us—for this way lies success.

THE GEO. WORTHINGTON CO.

1939

CLEVELAND

1939

We advise you to do only what we are doing ourselves. For the future we have only confidence. We ask our dealers to share it with us—for this way lies success."

During the last two years the country has been given several good 5-cent cigars. Perhaps what it needs today, now that the cigars are taken care of, are a few wholesalers with the courage to advertise their faith in recovery.

### Appoints Mathews Special Agency

The Hornell, N. Y., *Evening Tribune-Times* has appointed The Julius Mathews Special Agency, as its national advertising representative.

### Neophytes to Meet

The Association of Advertising Neophytes, New York, an organization of young men, will hold its first meeting of the season on September 21. Alvin G. Schmale, of the Hazard Advertising Corporation, is president.

### Walter Hanlon to Direct "True Story" Sales Promotion

Walter Hanlon, for the last three years Eastern advertising manager of *True Story Magazine*, has been appointed sales promotion manager of that magazine.

### W. P. Meyer with WLW

Werner P. Meyer, for the last three years a member of the copy department of N. W. Ayer & Son, Inc., at Philadelphia, has joined the writing staff of Station WLW, Cincinnati.

## JOURNAL READERS ARE



## ● FINANCIAL SECURITY

Four billion dollars! That is now the total deposited in New York savings banks.

This tremendous total increased *ninety million dollars* in the past year.

Who owns this money? The people who put it there. The thrifty men and women, boys and girls of New York who have more money than they spend and want a safe place to keep it.

A good part of this money belongs to readers of the New York Evening Journal, for the simple reason that The Journal goes

**THE JOURNAL GOES**

**THE NEW YORK EVENING JOURNAL**

# RSARE BUYING . . . .

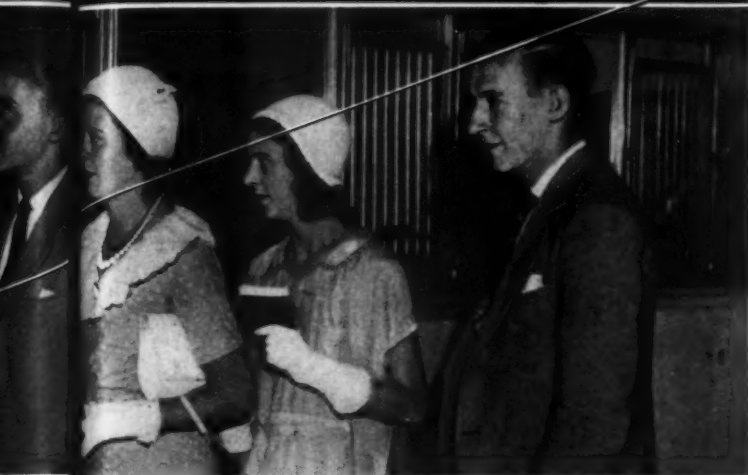


Photo Courtesy BOWERY SAVINGS BANK

**ITY** me to one-third of the worthwhile families of Greater New York.

**d in N** savings banks know the power of this circulation—they know  
 at America's Greatest Evening Newspaper reaches substantial  
 lks with money to spare.

**ars in t** that's why savings banks concentrate more advertising in *The*  
 urnal than in any other New York newspaper.

**ere. T** n't that something to think about, if you want to sell food—  
**who ha** clothing—or automobiles—or refrigerators—or fur coats—  
**to keep** furniture—or entertainment—or anything else which 650,000  
 milies can use?

**New Yo** you're looking for customers, put the largest evening news-  
**urnal s** per circulation in America to work for you.

## OE MARCHING ON!

**URN** RESENTED BY THE RODNEY E. BOONE ORGANIZATION

# Bank Advertising Can Be Strong Force in Reconstruction

"We Have Real Job to Do," Says This Authority, in Stirring Appeal to Financial Advertisers

By James L. Walsh

Executive Vice-President, Guardian Detroit Union Group, Inc.

[EDITORIAL NOTE: Mr. Walsh thinks that bankers, in their failure aggressively to expound the principles of sound economics, are overlooking an opportunity to be of enormous service to the country in these reconstruction days. In an address before the Financial Advertisers Association in Chicago last week—of which a part is given here—he declared that banks should convey their knowledge along this line by means of advertising. His paper, we believe, is an unusually interesting treatment of a timely topic.]

**E**ARLY in March of 1932, Congressman Crisp of Georgia, acting chairman of the Ways and Means Committee of the House of Representatives, introduced a revenue bill based largely on a general manufacturers sales tax of moderate proportions—to provide the additional \$1,000,000,000 necessary to balance the budget. The bill was fair and equitable. It was strictly non-partisan, and held promise of being effective along the lines intended.

However, in opposition there arose almost at once a great hue and cry, initiated by certain manufacturers and supported to a certain extent by bankers who yielded to the insistent requests of some of their manufacturer customers. Then ensued several months of senseless bickering, back and forth, with the final result of an unsound, discriminatory tax bill, which has already proven to be inadequate.

But the main point is this—while Congress was debating how best to raise \$1,000,000,000 on the approved "soak-the-rich" basis, the aggregate value of stocks and bonds listed on the New York Stock Exchange declined by over

\$6,000,000,000—and securities on other exchanges, commodities, and real estate to at least a corresponding degree.

If there is a bank that was not affected to some extent by this tremendous destruction of loanable values, I'd like to hear of it. And, by the same token, if there was a bank (or banker) that lifted its voice in opposition to this economic monstrosity, I'd also like to hear of it.

My recollection is, however, that, during this dance of the demagogues, financial advertising went its wonted way, the same old story in the same old way—leaving almost the entire burden of the fight to the daily press—not even getting into the scrap, when we should have been leading it. Well, now, we're helping pay the piper—and, in all probability, we'll have to go to a general sales tax, anyway.

## **Some Campaigns Must Be Custom-Made**

I do not mean to imply that there are not special, individual phases to the mission of financial advertising arising from conditions peculiar to each separate bank and dealing with problems peculiar to that bank and its immediate territory. The advertising program covering this phase must of necessity be custom-made, hand-tailored to fit the particular situation.

We have all heard that the name of any automobile could be placed in almost any automobile advertisement, and, so far as the public was concerned, the effectiveness would be much the same, since the claims made were practically the same. The same kind of statements, the same kind of claims have been put forward by the

largest and strongest banks in the country and also by banks that were on the verge of closing.

I have in mind an instance where a bank used full-page advertisements to proclaim its membership in the Federal Reserve System, the fact that it was under the supervision of the State government, that it was the trusted depository for city, county, State and Federal funds. It made quite a point of announcing that it would pay its regular dividend, yet, within a few weeks this bank was closed.

### **All Bank Advertising Was Injured**

This incident served to discredit all bank advertising, even that of the strongest banks in the city, which, incidentally, agreed to guarantee the forty-odd millions of deposits of the bank in question. It might almost be said that the incident estopped strong banks from doing much in the way of advertising—for fear of being classified subconsciously by the public with the bank which had just closed.

[Here Mr. Walsh develops the thought that the really big function of bank advertising is to establish the bank in the popular mind for what it really is, namely, an authoritative interpreter of current economics. After laying down his general thesis, he proceeds as follows:]

Are we, as bankers, going to fit ourselves for leadership in the national economy, which is not only our due but our responsibility and our duty? And are we, as financial advertisers, going to devote at least a part of our energies to convincing the public that we, as bankers, possess the qualifications for leadership in the field of economics, for which industry and agriculture and trade, as well as finance, are so blindly groping today?

Looking back on these troublous times, the economic critic or historian is probably going to say that bankers of this period lacked not so much knowledge as to the proper course to follow, as that they lacked the ability to impress this knowledge upon others and to

lead the economic mass mind along paths of sound economic progress.

And so, it seems to me that the job ahead for bankers is to assert in economic affairs the leadership which is rightfully theirs and which, in the final analysis, they cannot delegate to any other group.

Consequently, it is the job of financial advertising men to broaden their viewpoint to include the whole economic horizon; to translate economic truths into language that is readily understood and believed by the man on the street; to preach the gospel that the growth of a bank is wholly dependent upon the prosperity of the community it was organized to serve; to demonstrate by facts and figures that the progress of all classes, all groups, all industries, and all sections, is directly dependent upon the progress of the nation as a whole; to hammer home the fundamental fact that nations engaged in international trade are interdependent. Give us a new "Declaration of Inter-dependence."

Our difficulties today are economic—yet we are trying to cure them principally by political remedies. Bankers know that we will make progress along the road to prosperity in exact ratio, and only in exact ratio, as sound economic principles gain ascendancy over political quack nostrums. The bankers of America doubtless realized the futility of the price-pegging schemes attempted at the expense of the taxpayer through the Federal Farm Loan Board.

### **Did Bankers Fight Foolish Legislation?**

Is there a banker today who cannot sense the supreme folly of the so-called Goldsborough Bill which seeks to restore prosperity by legislative fiat? Yet, was there anything like a mobilization of sound banking opinion in opposition to these uneconomic adventures—fore-doomed to failure? We have known these things, but we have remained aloof, each in our own shell or exchanging views only with other bankers.

We have never dreamed of attempting a consistent campaign

# MAJORITY of BALTIMORE FA



**THE**  
**MORNING**

  
**EVENING**

**SUN**  
**SUNDAY**

New York: John B. Woodward, Inc.

Detroit: Jos. R. Scolaro

Atlanta: Garner & Grant

Chicago: Guy B. Osborn, Inc.

St. Louis: O. A. Cour

**THE**  
**Dail**

# FOR FAMILIES OWN HOMES



Based on 1930 census data dealing with home ownership, Baltimore figures for which were recently released, more than half (50.3 per cent.) of the families of Baltimore own the homes in which they live.

From 1920 to 1930, Baltimore was rated first among the 15 largest cities of the country, with 45.7 per cent. of its families owning their homes. In 1910 the percentage for Baltimore was 32.3 per cent.

Baltimore, city of homes owned by their occupants. Baltimore, city of diversified industry. Baltimore, where business is above average and unemployment is below average.

And, as most advertisers know already, Baltimoreans are most readily reached through the columns of The Sunpapers—morning, evening and Sunday.

**UN THE SUNPAPERS in August**  
**SUNDAY Daily (M & E) 277,879**

for the education of our Senators and Congressmen along economic lines, but rather do we wait until some unsound, radical legislation is in the offing, whereupon we proceed to denounce all legislators from our lofty perch of superiority. How much better it would be if we kept sound economic principles before the members of Congress throughout the year, year in and year out.

When all is said and done, most of these fellows are sincere, reasonable men. They can recognize facts when they are brought to their attention; they have ample ability to follow logical deduction; and they have as great an interest

in the future of the United States of America as has any banker.

As a matter of fact, many of our legislators in Washington have expressed themselves privately as realizing that many proposals, obviously unsound from an economic standpoint, have been enacted into law by Congress solely for the reason that no organized attempt has been made to educate the public at large to the admitted dangers inherent in the legislation.

Organized minorities can be stopped in their selfish purposes only by organizing in opposition the great majority which eventually foos the bill.

## Bankers Are Urged to "Tell Public"

**F**INANCIAL advertising and sales executives, representing banks, trust companies and investment houses, attending the Financial Advertisers Association convention in Chicago last week were urged to a greater use of educational advertising that would develop a more intelligent public understanding of banking functions.

Colonel Frank Knox, publisher of the *Chicago Daily News*, in his characteristically vigorous fashion, severely took bankers to task for their "lack of understanding of public psychology and fear of frankness and truth during the last two years." His remarks followed the declaration by Charles H. McMahon, retiring president of the association, that "No bank is stronger than the public thinks it is."

The anti-hoarding campaign of the Citizens' Reconstruction Organization, of which Colonel Knox was chairman, was cited by him as an example of the benefit of taking the public into confidence. He pointed out that, despite the fears of a majority of the bankers that publicity about hoarding would aggravate the situation, hoarded funds had been reduced half a billion dollars when the campaign ended. The outflow from the banks had been checked and de-

posits were increasing. Thus the very class that feared the effects of anti-hoarding publicity were the chief beneficiaries.

Few banks that had pioneered in



H. A. Lyon

advertising and which have continued to advertise consistently, it was stated by Jacob Kushner, of the United States Trust Company, Paterson, N. J., were among the casualties of the depression. He referred to records of membership in the association as proof of this assertion.

The lessons that bankers have



learned from hard times were described by Allard Smith, executive vice-president of the Union Trust Company, Cleveland. His speech was reported in last week's issue of **PRINTERS' INK**.

James L. Walsh, executive vice-president of the Guardian Detroit Union Group, Inc., defined the job ahead for financial advertising men. A portion of his address appears on another page.

The question, "Why Advertise at All?" raised during the last few lean years, was answered by H. A. Lyon, advertising manager of the Bankers Trust Company and newly elected president of the association. "Any financial institution will find advertising of help," he said, "if it wishes to continue in business; if it wants the financial field confined to legitimate and trained bankers; if it has an attractive personality and if it has the products of interest to the public and of profit to itself."

Information gathered in a survey of financial advertising opinion and activity was presented in a report submitted by Miss G. M. Nevin, of the Northwest Bancorporation. The evidence indicated

that commercial bankers strongly favor an educational advertising campaign. Opinions may vary as to the type of copy to be used, but the need of such a program is generally admitted.

In addition to Mr. Lyon, the following officers were elected:

First vice-president, A. G. Maxwell, vice-president of the Citizens & Southern National Bank, Atlanta; second vice-president, I. I. Sperling, assistant vice-president, Cleveland Trust Company; third vice-president, Frank Fuchs, advertising manager, First National Bank of St. Louis, and treasurer, E. A. Hintz, of Chicago.

Directors: C. Delano Ames and J. Blake Lowe, Baltimore; Frank G. Burrows and Robert Sparks, New York; Leopold A. Chambliss, Newark, N. J.; Ralph Eastman, Boston; J. Mills Easton, Chicago; Stephen H. Fifield, Jacksonville, Fla.; A. Key Foster, Birmingham, Ala.; Beatrice E. Kempff, Philadelphia; Don Knowlton, Cleveland; Jacob Kushner, Paterson, N. J.; Charles H. McMahon, Detroit; Peter Michelson, San Francisco; Henry L. Parker, Detroit, and G. L. Spry, London, Ont.

### D. P. Mitchell Joins Hartman

Daniel P. Mitchell, for two years general manager of the United States Phonograph Company and for a number of years director of foreign business of the Victor Talking Machine Company and the RCA Victor Company, has joined the Philadelphia office of the L. H. Hartman Company, Inc., New York advertising agency.

### Kyanize Account to Ingalls

The Boston Varnish Company, Boston, Kyanize paints and varnishes, has appointed Ingalls-Advertising, of that city, to direct its advertising account, effective November 1. An increased advertising schedule includes the use of newspaper, magazine and radio advertising.

### With Scarsdale "Sun"

Henry H. McGinnis, formerly advertising manager of the Ossining, N. Y., *Citizen-Register*, has joined the Scarsdale, N. Y., *Sun* in a similar capacity.

### Hotel Account to Hanff-Metzger

The Hotel Montclair, New York, has appointed Hanff-Metzger, Inc., of that city, to direct its advertising account.

### Elected by Rosenberg Agency

Charles Silver has been elected a member of the board of directors and treasurer of the Arthur Rosenberg Company, Inc., New York advertising agency, succeeding the late Joseph Frankfort.

### McKiernan Has New York Office

Geo. F. McKiernan & Company, Chicago, producer of direct-mail advertising, has opened a New York office at 1265 Broadway. Edward A. Oldham is in charge.

### New Yeast Product

The National Breweries, Ltd., Montreal, is marketing a new product, N B Yeast Flakes. A Dominion-wide campaign is being handled by Stevenson & Scott, Ltd., Montreal.

### Memphis Agency Gets Cosmetic Account

Lake-Spiro-Cohn, Inc., Memphis advertising agency, has been appointed to direct the advertising account of the Boyd Manufacturing Company, Birmingham, Ala., cosmetics and perfumes.

# BUSINESS NOW GOING ON IN THE BASEMENT



A blast... in six parts,  
with more to come, maybe...  
reprinted from RETAILING in  
the interest of the American  
public, better business,  
retail advertising, black ink,  
human credulity .... and

## • THE NEWS

New York's Picture Newspaper  
250 EAST 42nd STREET, NEW YORK  
Telephone: TRIN 6-1000  
Mail Building, New York



# Pst!

WE ran a couple of ads where retail advertisers would see them. The ads complained about using advertising to sell too-low-priced merchandise. The retailers liked 'em and wanted proofs. So we reprinted the series. Then lots of people wanted the reprints. So we reprinted the reprint. . . . If you'd like a copy, drop us a line on your business letterhead.

● **THE NEWS**, New York's Picture Newspaper  
220 EAST FORTY-SECOND STREET, NEW YORK  
Tribune Tower, Chicago • Kohl Building, San Francisco

# When a Dealer Fights, He Sells More Merchandise

This Is the Psychology Behind Sales Contests and Explains Why Many Manufacturers Find Them Successful

CANADIAN GOODRICH COMPANY, LIMITED  
KITCHENER, ONT., CANADA

Editor of PRINTERS' INK:

We would like very much to get hold of some data on dealers' contests which have as the objective to sell more merchandise, or, to put it another way, to get the dealer off of the nail keg out calling on prospects for business. I think every contest that I have ever seen has the awards or prizes based on the accomplishment of a given job rather than the cold-blooded objective of selling more goods.

R. C. GROFFMANN,  
Advertising Manager.

AT first thought it seems incredible that it is necessary to prod dealers to sell more goods. They are grown-up men and they know that the more they sell the more they make. But human nature being what it is, most people are satisfied with making about so much and letting it go at that.

They let it go at that until they feel the desire to outdo someone else. It takes a fight or a competition—which amounts to the same thing—to make a man extend himself. And that is why it has been found that any dealer can make more sales and profits when striving to win a competition with fellow dealers.

It is also the "why" of the dealer contest—something that creates enthusiasm backed by determined effort which results in increased sales. Four years ago the National Lamp Works of the General Electric Company ran a dealer contest on lamp sales, as a result of which 1,888 dealers increased sales 18 per cent over the average for the two months of the sale.

There are a number of other "whys," or, in other words, benefits to be derived from such contests. If there is proper co-operation and educational efforts on the part of the manufacturer, these events make better merchandisers of dealers. And they permanently strengthen the dealer's sales force, and oftentimes enable him to keep

his force intact during a dull season, when specialty salesmen are inclined to wander to other lines.

They also serve to line up great numbers of new prospects. In 1926, the Indian Motorcycle Company reported that a dealers' contest conducted during the entire selling season, with a three-piece direct-mail campaign as an adjunct, brought in 60,000 names of new prospects. All the sales promotion and merchandising and advertising that are done during a contest serve, moreover, to create a favorable impression on consumers who may not buy at the time but who have their minds inclined, longingly, toward the product.

A good reason for such contests has often been that the manufacturer is anxious to pull up the sales curve—fill in the valley—during a normally dull season. With that purpose in view, the Electric Refrigeration Department of the General Electric Company ran a nine-week competition from October 1, to December 9, 1930, with a \$20,000,000 sales goal. This particular contest was excellently planned in advance, with every move set to schedule. And that's an important point when it comes to the "how."

## Ballyhoo Helps Hold Interest

Dealer contests are usually patterned after some game or sport or popular amusement, or tied-in with the news interests of the day in some way. There is the circus, the air derby, the horse race, the baseball series, too. Such ballyhoo helps the steaming up and holds the interest. Broad-sides and bulletins, or perhaps the house dealer magazine, are used to carry the story of what is planned and tell what is happening.

Special events for dealers' salesmen may be run at the same time. Usually these are handled by the

dealer, but the manufacturer may make sure of such co-operation by providing the dealer with a definite plan.

A very important part of the "how" is the matter of scoring so that every dealer, small or large, will have an equal chance to walk off with the major prize—which may be money or a trip to some place to which dealers are supposed to want to go, regardless of where the manufacturer may feel like sending them.

The point system of scoring seems to overcome many objections, and has been worked successfully with dealers of unequal rating. A table of points may be set up like this:

	Points
1. Greatest number of product sold .....	4,000
2. Greatest number sold during certain period of contest ..	2,000
3. Highest percentage of sales over quota based on previous year's sales .....	4,000
4. First to exceed quota .....	2,000
5. For good photographs of show windows (only two or three from a dealer at 125 each) ..	375
6. For satisfactory condition of account at end of contest period .....	1,000

This may be varied to include certain number of points for sales of accessories, etc., in the case of tire dealers. The largest score wins

the first prize, and so on. The final scoring is done in this way: If the dealer who sells the greatest number of the product sells, say, 1,000 units, that record establishes the point value of one unit of the product at 4 points, and all other dealers are rated accordingly.

In the case of the first to exceed quota, the value of the dates when other dealers go over their quotas is determined by dividing the total number of points allowed for this record by the number of days remaining in the contest period and rating accordingly. For instance, if there are fifty days remaining in the period when the first dealer goes over the top, each one of those days deducts forty points from the score obtainable by other dealers as the days pass. A dealer who goes over the top five days later, for instance, would score 1,800 points.

The best contest is not the one that gives the biggest temporary stimulus to sales—unless the prime object is to fill in a slack period. From the longer range point of view the best event is the one that is calculated to make a permanently better merchandiser and better all-around salesman out of the dealer. And that requires well thought out educational efforts.—[Ed. PRINTERS' INK.]

## Large Newspaper Campaign for Cremo

THE American Cigar Company, this week, starts a campaign in more than 1,400 newspapers, announcing a price reduction on Cremo cigars. Four advertisements of 840 lines each will appear over a one-month period.

This marks a return of Cremo copy to newspapers, which have not been used since the early part of 1931. Tie-in announcements of the price reduction will be made on Lucky Strike radio broadcasts.

Cremo started its advertising come-back in the spring of 1929. George W. Hill had decided that

the time was ripe to promote the popularity of a 5-cent cigar and he chose Cremo, an old brand. With aggressive advertising on a large scale, sales of Cremo went from practically nothing to a million a day.

More recently, with a let-down in advertising together with price reductions in the cigar field, sales of Cremo fell off. Announcement of a change in price from 5 cents straight to three for 10 cents already has reflected itself, it is reported, in a sharply up-turned sales curve.

## War Scare!

LAST week many Japanese newspapers published sensational accounts of the photographing of business buildings in Osaka. It was suggested, in scareheads and in detailed, lurid writing that the United States was hiring spies to photograph the locations of buildings which were later to be bombed.

So seriously did some inhabitants of Osaka and other parts of Japan take this accusation that the big paper *Jiji Shimpō* thought it necessary to publish a long editorial on the subject. It pointed out that the undertaking was a commercial one, that the pictures were useless for aerial attacks, and that the press of Japan and its people lacked prudence in treating a commonplace action as if it were an unfriendly act by the United States.

The paper also, to save face among its readers, blamed the American company which started the excitement for not having secured police permission in advance.

The story behind this news item is as follows: The National City Bank keeps at its New York office a file of photographs of every one of its several hundred foreign branches. They are often used in newspaper accounts, in advertising copy, in house organ articles. In securing photographs of the exterior of its building in Osaka, it caused all this excitement. Ambassador Grew was asked to make

a trip to Foreign Minister Uchida with a request to exonerate the National City Bank from charges of espionage.

An Associated Press Dispatch

### NATIONAL CITY BANK DEFENDED IN JAPAN

**Newspaper Jiji Rebukes Others  
for Sensational Account of  
Photographing of Buildings.**

Special Cable to THE NEW YORK TIMES.  
TOKYO, Sept. 13.—In an editorial today, the newspaper *Jiji Shimpō* rebukes the Japanese newspapers which published sensational accounts of the National City Bank photographing of business buildings in Osaka.

The undertaking, from ordinary commercial pictures were useless.

Both the *Jiji* and the *Count* points out that Uchida is in a difficult position because it is hard for him to give the bank public vindication without seeming to criticize the military quarters whence the accusations of espionage emanated, "growing out of photographs made for an advertising campaign."

PRINTERS' INK takes pleasure in squelching this latest war rumor by assuring Count Uchida that it is entirely customary for American advertisers to take photographs intended for use in advertising and publicity work.

### Associated Color Adds to Staff

Harvey R. Malott, formerly advertising manager of the *Portland Telegram* and color representative of the *San Francisco Call*, has been appointed special representative at Chicago of Associated Newspaper Color, Inc., C. C. Wagner formerly with the *San Francisco Examiner*, will be San Francisco representative.

### Audit Bureau to Meet

The nineteenth annual convention of the Audit Bureau of Circulations will be held at the Stevens Hotel, Chicago, October 20 and 21.

### Mack-Green, New Business

The Mack-Green Company has been formed at New York to specialize in advertising printing. Headquarters are at 370 Seventh Avenue. Principals are F. H. McBride, recently with the Printware Company, and Jacob Greenberg, who has operated the Seventh Avenue Press, New York, for many years.

### New Account for Gibbons

Brodie & Harvie, Ltd., Montreal, has appointed the Montreal office of J. J. Gibbons, Ltd., to direct its advertising account. Newspaper and radio advertising will be used.

**QUANTITATIVELY,** Detroit is a major market of sizeable proportions, embracing over a million and a half persons, forty-two different nationalities and one hundred thirty-nine square miles of territory. But to sell Detroit successfully, you have to dissect its "bigness" into areas where selling experience and expert analysis indicate that business can be done through advertising. In the *twenty key districts* of Detroit which consume more than 80% of Detroit-sold goods, The Free Press reaches approximately three out of every four homes and concentrates 76% of its city circulation. Therefore, the task of finding buying power in Detroit is already accomplished for you whenever you utilize Free Press columns for sales' sake. Controlling its market with a positive *segregated surety*, The Free Press offers immediate appeal in the very best homes in the area, plus prompt sales response at lowest cost. **THE DETROIT FREE PRESS**

# Atwater Kent Tries a Contest

With This as Basis of Newspaper Campaign, Program Will Lead Up to Merchandising Climax

**R**ECENTLY newspapers in practically every city of importance in the United States carried an advertisement announcing a contest sponsored by the Atwater Kent Manufacturing Company.

Most of the initial announcement advertisement was devoted to the contest. The second, to appear this week, subordinates the contest news to data about the radios which the company is offering this fall. Subsequent advertisements will devote less and less attention to the contest and more to the product.

The newspaper schedules in the various cities are based on distributors' quotas.

The company's decision to launch a contest was based on its experience last winter with another similar promotion which was conducted through its dealers. That contest had as its purpose the selection of a name for one of the radio's features. The winning name, "Tonebeam," is being made the center of the present event. Prizes will go to those who make the longest lists of words out of the letters in these three words: "Atwater Kent Tonebeam."

One of the major purposes is to get prospects into dealers' stores. This is being accomplished by distributing entry blanks only through dealers. Every word-list must be accompanied by an official entry blank. This blank also contains the rules, which are not given in the advertisements.

## **Fifty-four Prizes to Be Awarded**

Fifty-four prizes will be awarded. The first prize will be \$5,000; second prize \$1,000; third prize \$500; fourth prize \$250; five prizes of \$100 each; fifteen prizes of \$50 each, and thirty prizes of \$25 each.

When the subject of how many prizes to offer was under consideration it was suggested that most

advertisers offer a few grand prizes and then a great many smaller prizes, usually \$1 or \$5 each. Atwater Kent felt, however, that small prizes might tend to cheapen the event. It was decided to set the minimum prize at \$25.

## **Tie-up with the Product**

One of the ten rules on the entry blank specifies that the contestant must write, on the back of the blank, a simple statement of not more than fifty words on this subject: "What feature of Atwater Kent workmanship impresses me most, and why?"

In addition to space for this statement, and the number of words on the word-list to be attached, is room for the name and address of the dealer from whom this blank was obtained.

The bottom of the blank is for the dealer to tear off. In this space is to be entered the name of the contestant and whether or not he owns a radio and, if so, the make and year purchased. This information is all for the dealer's own use in building up a mailing list or in any other way he may desire.

Every entrant will receive an acknowledgment card.

## **First District Program Ready**

The annual convention of the First District of the Advertising Federation of America, to be held at Springfield, Mass., October 17, 18 and 19, will open with an address by V. Edward Borges, governor of the district. Edgar Kobak, president of the Federation and vice-president and general sales manager of the McGraw-Hill Publishing Company, and LeRoy G. Peed, general sales manager of the DeSoto Corporation, will be among the other speakers.

## **With McCormick-Armstrong**

Harold D. Weil, for four years advertising manager of the Wilson & Bennett Manufacturing Company, Chicago, has joined the Wichita, Kans., office of the McCormick-Armstrong Company, as copy and contact man.



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Sept. 22, 1932

PRINTERS' INK

*Worcester, Massachusetts*

## **In Worcester and Throughout Worcester's Average 18-Mile Suburban Trading Territory**

**85%** of all families who regularly, every day, receive in their homes a Worcester newspaper, read the Telegram or Gazette in their homes six days every week.

In the city—in the suburbs—

In thriving Central Massachusetts towns where textile mills are humming day and night and other factories have greatly increased the number of employes and number of working hours—

In the comfortable farm homes which dot Worcester county's half-million acres of agricultural land—

**The Telegram and Gazette are the Home Newspapers, Firmly Entrenched in the Interest and Loyalty of City and Suburban Readers.**

**For More Than Four Years, The Average Net Paid Circulation of These Newspapers Has Exceeded**

**100,000 DAILY      53,000 SUNDAY**

*In the past ten years the circulation increase of the Telegram and Gazette has been 44%, or 32,258—a GAIN greater than the ENTIRE present circulation of Worcester's other newspaper.*

**The entire Worcester Market, City and Suburban, is adequately and economically cultivated through these newspapers ALONE. No other medium is necessary.**

# **THE TELEGRAM-GAZETTE**

**Worcester, Massachusetts**

**George F. Booth, Publisher**

**Paul Block and Associates, National Representatives**  
**New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles**

To The Executive Whose Signature Required

# Many Look ... Few See

**W**HEN the curtain of fog rises from today's clouded issues, there may be seen, out in front, a new line-up of leaders.

Looking back *then*, it will not be so difficult to see that the amazing foresight which permitted this new leadership to spring from a period of general hesitancy, consisted chiefly of Common Sense and Courage.

For, it takes no great amount of genius to discover today: (1) that there are more than 40,000,000 EMPLOYED (2) that these Employed hold squarely in their hands *the buying power of the nation* (3) that these Earner-families represent *the sole source of volume sales* (4) that to sell your product you *must reach this exclusive buying audience*

STREET RAILROAD VENTURES

220 West 42nd St., New York

# Signature Required On Advertising Contracts

(No. 8 of a Series)

# Look Ahead and See

. . . frequently, convincingly, economically.

Right now there is only one place in the United States where this vast army of Earners gathers every day, twice a day, and that is in the street cars. Here you will find them each day, on their way to and from the very jobs which gain for them the power to buy your product. Here you can reach them every day *at a lower cost than in any other one medium or combination of mediums.*

To a major executive with an open mind, doesn't this sequence of facts and conclusions constitute a challenge of the most timely significance to future leadership?

Today, more than ever before, Car Advertising is concentrated buying power.

W. S. B.

## WALDVERTISING CO.

125 West 42nd St., New York



## This Advertising Cost is one of the Lowest in the United States



... and it buys thorough coverage of  
a great Metropolitan Market

The advertising cost of The Philadelphia Bulletin is one of the lowest in the history of newspaper advertising.

And this low cost buys thorough coverage of Philadelphia's billion dollar market.

Back of this value in newspaper advertising stands an unusual record of growth: The Bulletin, in 1895, was the smallest of thirteen Philadelphia newspapers. Through a generation it has grown to an acceptance in nearly every home—with a circulation

of 505,528 net paid daily. (August, 1932, average).

The Bulletin is by far the largest of Philadelphia newspapers—with more than two and one-half times the circulation of any other evening newspaper; with more than all morning newspapers.

There is opportunity and economy in Philadelphia's billion dollar home market—where The Bulletin offers an advertising cost and an advertising efficiency, which are in line with the times.

## THE EVENING BULLETIN

ROBERT McLEAN, *President*

WILLIAM L. McLEAN, Jr., *Vice President and Treasurer*

### PHILADELPHIA

New York 247 Park Ave. Chicago 333 N. Mich. Ave. Detroit 321 Lafayette Blvd. San Francisco 5 Third St.

© 1932 Bulletin Co.

2, 1932

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# How to Develop the 'Graphic Sales Presentation

A Method Which Will Help Chart Some of the Short Cuts to Satisfactory Results

By Frederic Kammann

[EDITORIAL NOTE: In the September 1 issue of *PRINTERS' INK* Mr. Kammann presented "The Why and How of the Graphic Sales Presentation." In this article he suggests a definite plan which should be valuable to anyone considering the preparation of one of these sales helps.]

**I**T is one thing to know that you want to use a graphic sales presentation, something else to know how to produce it.

There are three general divisions of work in the development of a presentation. These are: (1) Defining the scope of the presentation; (2) developing its sequence; and (3) dramatizing the points. Each of these general divisions is made up of a number of steps.

## Defining the Scope of the Presentation

The presentation is the Baedeker of a mental tour. The prospect's mind is in one place; you want it somewhere else. The movement of the prospect's mind from where it is to where you want it is, to say the least, a nifty little problem in cerebral transportation.

To avoid making your presentation too unwieldy, complete and physically burdensome, you must first decide where your normal prospect will be, mentally, when the salesman goes to work on him. Then, knowing where you want the prospect to be when you ask for the signature on the order, you know the destination, as well as the normal starting point, and that gives you the normal scope of the presentation.

*Question 1:* What is the point farthest removed from acceptance of your proposition from which your sales story must start? Do not include freak cases where the

amount of resistance against you is out of all proportion to the effort needed to overcome it.

*Question 2:* Exactly what do you want the prospect to do when he has been sold? Too many presentations stop short of the crucial point.

Thus you develop an outline which gives the general specifications of the presentation, something along this line:

1. Maximum normal load and mental traveling distance the presentation must accommodate.
2. Position of the hardest-to-sell normal prospect when the selling process starts.
3. Mental attitude of the prospect when ready to buy or do the thing you desire.
4. Usual objections and resistances encountered en route.
5. Recognition of any possibly dangerous digressions or tangents.

## Developing the Sequence

The next step is to set down the considerations which will motivate your prospects—carry them along the designated route. In a parallel column you can list the features of your sales proposition which correspond with the motivating influences. This brings your effects and causes into line; it relates the intermediate steps in your route to the motive power for negotiating them.

Perhaps at this point some of the information on multitudes of salesmen's reports may be put to another use—that of helping to classify your prospects so as to determine the best sequence of points in your presentation.

Consider these possible starting points:

1. Antagonistic to the principle of your product or service.
2. Ignorant of the principle of

your product or service and therefore incapable of holding an established position.

3. Aware of the principle but antagonistic to your type or kind of product or service.

4. Favorable to your type of product or service, but antagonistic to your specific proposition.

5. Aware of the principle and the kind of product or service you offer, and even aware of your specific proposition, but indifferent.

6. Favorable to your proposition generally, but opposed to certain features of it.

7. Evenly balanced for and against the various features of your proposition.

8. More for it than against it.

9. Favorable to your proposition.

There, in general terms, are at least nine starting points where you might normally encounter your prospects. If your analysis indicates the percentage of prospects in each classification, you have a valuable key to the selection and arrangement of selling points in your graphic presentation as well as the distribution of emphasis.

Having determined the satisfactory starting place for the mental travels of your prospect and knowing the final destination, your next step is to break up this route into separate, natural steps, involving the comfortable progress of the prospect (mentally) to the destination without any gaps in the trip and with the fewest possible detours. Probably you will decide that the prospect follows approximately this route:

*Starting Point:* Prospect's self interest; present attitude toward your proposition.

*Station No. 2:* Recognition of present disadvantages due to his lack of your product or service—his need of it.

*Station No. 3:* Interest in a general solution to his problem or need, removing his disadvantages, meeting his requirements.

*Station No. 4:* Interest in a specific solution in terms of your product or service—statement of your proposition.

*Station No. 5:* Prospect's reason satisfied.

*Station No. 6:* Prospect's confidence secured by evidential support, testimonials, proofs, documents.

*Station No. 7:* Conviction as to merit through demonstration or proof of results or claims.

*Station No. 8:* Response to appeal to emotional considerations.

*Station No. 9:* Recognition of time element and action.

*Destination:* Sale closed.

The map of the route may vary. For instance, you may pick up passengers anywhere along the line, and so find certain steps apparently not needed. Bitter experience says to take those steps anyway. You may find it better to place Station No. 6 between the Starting Point and Station No. 2, or otherwise change the arrangement. The correct sequence of points should be designed to bring the prospect to the destination in the simplest and quickest way.

The steps along the route must be taken smoothly, and without the prospect wandering off on side tours, branch lines or taking mental stop-overs. This requires that the transition from one step to the next be natural—so obvious and orderly, in fact, that each point automatically leads to the next and nowhere else. You can actually develop a question to be left in the prospect's mind at the conclusion of each step—that question to be answered by the next point in your presentation. Only in this way can the prospect's mind be kept under control and the journey continued along the predetermined course.

I have found it a good plan to print the obvious transitional question on the presentation panel, page, slide, film, frame, whatever medium you use, both as a cue to the salesman and as a guide and control for the prospect.

### Dramatizing the Points

Thus far you have arranged the procedure by which prospects are moved, mentally, from where you find them to where you want them; your sales proposition has been keyed to this series of movements; the remaining problem is to drama-

tize and make graphic each step so that it is promptly and fully understood by the prospect, leaving him satisfied and ready to advance to the next point.

At this stage the building of a graphic sales presentation passes from the realm of analysis and engineering, to the realm of imaginative and creative effort.

There is a striking analogy between producing a graphic sales presentation and producing a play for the stage. There are the same senses to reach—sight and hearing.

### *Appealing to the Senses*

The sales manager has practically the same resources as the stage director; he can appeal to the eye and the ear; he can use motion if he wants to. He can go further if he chooses and appeal to taste, smell and touch, assuming that these senses will advance his story.

It would be futile to attempt any rules or regulations as to making dramatic and graphic the points in the sales presentation. However, the following list of "properties" may be useful.

First, the use of pictures in the presentation is covered more from the sales viewpoint than from the artist's or art director's viewpoint:

1. *Cartoons*—not necessarily humorous, but giving visibility to abstract ideas, establishing relationships between abstract and concrete things. In a glance, you can picture a story which would require hundreds of words to tell.

2. *Realistic illustrations*—depicting anything from an object to an emotion, by showing things in their familiar forms and relationships.

3. *Fanciful and grotesque pictures*—unusual viewpoints, distorted forms, exaggerated contrasts—fairies, pigmies, giants—unusual relationships and endless combinations of striking images and forms. Examples can be drawn from general advertisements, such as the giant hand dipping a house into water; the bookkeeper climbing a mountain of giant journals and ledgers; a woman blown through the roof of the house; travelers on

the magic rug; a flying traveler's check. You can recall dozens of them.

4. *Photographs*—realism, and the good, old theory that the "camera cannot lie." Often used to present evidential material. Composite photographs visualize extensive operations, comparisons in realistic terms, "before and after" subjects, and others limited only by the ingenuity of the visualizer and the photographer.

5. *Combinations of the above.*

Another highly valuable form of graphic presentation is the chart, and some of the more useful kinds are here listed, but not all:

1. *Outline drawings* in comparative sizes; a big man and a little man, indicating sales last year as against this year. This is a common type of chart, quite effective when properly used.

2. Our old friend, the *pie chart*—circles, divided into segments, usually to show related parts of the whole.

3. *Graphs*—on cross-section background, to show fluctuations in activity as against time, or other two-dimension relationships. These are commonly seen as barometers of business activity, sales, prices and so on, over a period of time or over the various departments of a business, or by groups of products or geographical sections.

4. *Repetition of the same diagram, outline figure, or drawing*, to indicate the whole, with quantitative relationships shown by units left in outline, or shaded or colored.

5. *Superimposed diagrams* to indicate relative size, or to compare forms, or other qualities; for example, the map of England superimposed on the map of Texas to show relative size.

6. *Distorted objects*; for instance, an automobile with gas tank and wheels enlarged to show relative expense of gas and tires as compared with depreciation; or floor plan of house with sizes of various rooms determined by hours of daily use.

7. *Squares*, to show relative areas, sizes, volume, etc.

8. *Lines*, to compare length,

time, price. Broken lines can be used the same as pie charts.

9. *Maps*, both regular and distorted, such as States scaled to show populations instead of areas.

10. *Diagrams*—showing relationships, activities, methods and sequences; for example, lines on kitchen floor to show woman's steps in preparing a meal; or, the route of distribution, with product traveling from maker, to jobber, to retailer, to consumer.

### Emphasis and Clarity

The use of emphasis in the sales presentation presupposes the establishment of a "normal tone" for the presentation. Without this norm, the effectiveness of emphasis will be neither uniform nor certain. When you have set the tone of voice, your emphasis of various points or parts may be made by such means as: (1) Color; (2) underlining; (3) variations of type character and size; (4) size; (5) spots, arrows and "fists"; (6) position; (7) isolation; (8) any form of contrast; and (9) combinations of the above.

Probably one of the most useful features of an article of this character would be a check-list, based on actual experience, whereby the development of a graphic sales presentation can be appraised as against the primary functions it is expected to perform.

Since there are about as many standards of expected performance as there are graphic sales presentations, this general list will need some special additional questions in nearly every instance.

1. Is it complete?
2. Is it clear to the prospect?
3. Does it hold up in interest?
4. Does it run smoothly in sequence, or are there gaps in the story?
5. Does it build up to a climax—is it dramatic?
6. Does it maintain a satisfactory tempo?
7. Is it flexible enough to permit of continued development?
8. Can it be diverted from its purpose?
9. Is it physically suitable for the salesman's use?

Committee-created presentations, in my experience, have not been notably successful. Your experi-

ence may be different. Those threshed through the mill of sales department juries and amateur "What's your reaction to this?" surveys have been not particularly sure-fire.

If the use of a graphic sales presentation seems to promise added results for your business, the best procedure in my humble opinion is to put the most capable man on the job, or have one built by someone who has already suffered the headaches. Then let your prospects be the jury and their orders constitute the decision.

Even then you may not have the final answer, for the use of the presentation in the field will have a great deal to do with its effectiveness.

## Largest Campaign Ever for Lionel

**P**AGE spreads in business-paper space inform the trade of what the Lionel Corporation, New York, describes as the "greatest advertising campaign in all Lionel history." Twelve magazines will feature the company's toy trains. Page and half-page space will be used in color comic sections, reaching newspaper readers in thirty-eight cities.

## U. S. Rubber Moves Advertising Offices Back to New York

All sales and advertising departments of the United States Rubber Company, with the exception of the manufacturers' sales division, have been moved from Detroit to headquarters at New York, where they were previously located. Members of the Campbell-Ewald Company active on United States Rubber advertising will be transferred to the New York office of the agency on October 1, from which date all orders will be placed from that office.

## T. P. A. to Resume Meetings

Willard Chevalier, publishing director of the *Engineering News-Record* and *Construction Methods*, will address the first meeting of the season of the Technical Publicity Association, New York, which will be held on October 19. His subject will be "Advertising Plans for 1933."

# FLUSH



Not a "Royal" but a winner in almost any game, this hand, made with a Cincinnati product. Playing cards sell in any kind of times and the United States Playing Card Company, the largest in the world, annually adds several millions to Cincinnati's industrial payroll; each year giving employment to thousands. Another stable Cincinnati industry.

Diversification of salable products let Cincinnati weather the times with better maintained payrolls and with the majority of pocketbooks, if not 1929 "royally flush," still "flush." That majority, with money today, is your market in Cincinnati... and that same majority is reached most profitably with the exclusive use of the Times-Star.

The Times-Star goes into more Cincinnati homes, in every income level, than any other newspaper; it is used at a lower actual cost than any other Cincinnati newspaper; and it must sell more merchandise than all other daily papers combined if 488 advertisers use it exclusively. Cincinnati has money today and Times-Star advertising will loosen the purse strings for your product.

## CINCINNATI TIMES-STAR

New York: MARTIN L. MARSH, 60 E. 42nd Street  
Chicago: KELLOGG M. PATTERSON, 333 N. MICHIGAN



THE SHADOW OF A MAN STANDS

## WHY MR

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BEH

# WHY MRS. SCHMALTZ'S SHADOW WEARS LONG PANTS

"**S**ORRY, Mr. Dilge, but I don't want any more of that XXX Coffee."

Why should Mrs. Schmaltz, who has bought one brand of coffee steadily for two years, suddenly change her buying habits like this?

The brand she is deserting is extensively advertised in the one-sex magazines. Mr. Dilge, the grocer, gets a good profit on it, and likes to push it. He keeps the cans on the third shelf instead of the fifth shelf. This is known as Dealer Influence.

But what chance has Dealer Influence when it bumps into Husband Influence? It is the latter force that is working on Mrs. Schmaltz. This morning her husband minced no words. He called the coffee "lousy." And that was that. Every bean in the can could be photographed by the president of the company and Mrs. Schmaltz would still change her brand.

Every sale is an Eternal Triangle. Three people are concerned in it. There is the sales-

man. There is the Buying Wife (who is said to purchase 85 percent of the nation's goods at retail). But there is also the shadow of a husband—invisible to the clerk but very real to the wife—standing by the wife's shoulder, to prompt and criticize.

Behind Mrs. Schmaltz, and all the other wives who buy your product, stands a shadow, and the shadow wears long pants. If your advertising neglects to sell the shadow, your sales are imperilled.

Advertisers who use Family Group magazines do not run this risk. Their advertising is read by both husbands *and* wives. But if they advertise in Redbook—one of the Family Group magazines—they reach *both* sexes for 25 percent *less* than the cost of reaching one sex alone through other media. For every thousand copies of Redbook, by an actual count, are read by 1480 women and 1420 men.

Sell the family and you sell all. Redbook Magazine, 230 Park Avenue, New York City.

## If You Want Action



**GET** Youth behind your product. Boys of high school age have no depression complex.

When these young men scent a need for an article for their own use or for the family in general their persistent urging is made effective by their youthful enthusiasm.

Get action for your product through the advertising columns of **BOYS' LIFE**.

**BOYS' LIFE** for *immediate* results.

## BOYS' LIFE

For all Boys — Published by the Boy Scouts of America

**The Key to 200,000 Family Homes**

**2 PARK AVENUE NEW YORK**

CHICAGO

9 W. WASHINGTON ST.

BOSTON

OLD SOUTH BUILDING

BLANCHARD, NICHOLS, COLEMAN  
LOS ANGELES SAN FRANCISCO SEATTLE



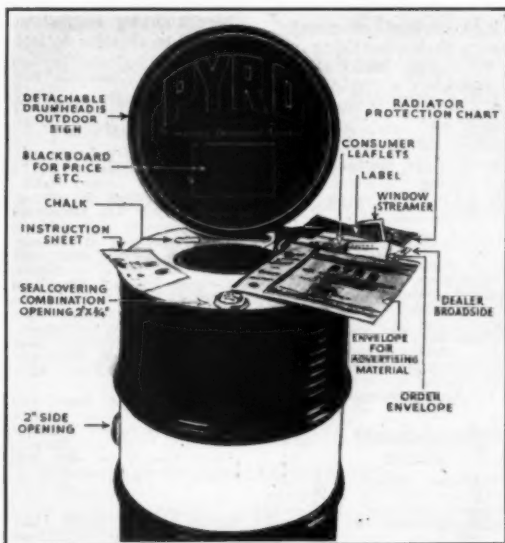
## Simplified Dealer Help Distribution

HERE is a major improvement in the distribution of dealer-help material by a manufacturer whose product is shipped in drums.

The U. S. Industrial Alcohol Company is utilizing a double-head drum this year which permits automatic shipping of the advertising material with the drum itself. The double head provides a waterproof cover to protect the material enclosed, while the inside surface of the detachable head becomes an attractive, outdoor, lithographed metal sign twenty-four inches in diameter.

fifty-four gallon container for Pyro anti-freeze alcohol. When the special head is removed the drum is identically the same as the regular container.

The accompanying picture shows the exact enclosures in every double-head drum. The nine pieces of advertising matter are packed inside the envelope which, in turn, is placed under the double head. A piece of chalk is enclosed to enable the dealer to write the price or temperature on the blackboard space provided on the sign. It is necessary to pry the double head



Among the advantages is the fact that this drum eliminates, for the jobber, the time and expense of assembling various pieces of advertising matter, wrapping, and shipping to the trade. For the dealer; it means automatic delivery of a full set of advertising material just when it is needed.

The double head is attached to the new single-trip, non-returnable drums, the latter being the standard

free from the drum before exposing the bung opening. This assures the dealer seeing the advertising matter that is enclosed in the top.

For ready identification the top side of the double head is painted a bright yellow. A screw-driver is the only tool required to remove the head. Directions are clearly printed showing how head is removed and how its reverse side

becomes a striking outdoor sign.

When specified, up to one-third of all Pyro drums shipped to jobbers this year are to be double-head advertising drums. Allowing for an average sale of three drums per dealer per season, this means each jobber is to supply each dealer with one special drum. The first shipment made to a dealer at the beginning of the season must include the double-head drum so that the full benefit can be obtained from the advertising enclosed.

Jobbers have been supplied with large illustrated broadsides describing each feature of the 1932 Pyro campaign. Miniature editions of this broadside are available for distribution among retailers by mail and by jobbers' salesmen.

A thirteen week advertising campaign over twenty radio stations will tell motorists to "select Pyro for safe and positive anti-freeze protection," and to "buy from dealers displaying the red and blue Pyro sign." This campaign will commence during the week of October 23.

### To Publish Book of Posters

A book of reproductions of 100 selected outdoor poster advertisements of 1931-32 will be published by the outdoor advertising department of the Chicago Advertising Council in connection with its third annual Exhibit of Outdoor Advertising Art. These selections will represent the outstanding paintings among the 250 entries for the exhibit, as selected by the jury of awards.

### Studebaker Acquires White Motor

The Studebaker Corporation, South Bend, Ind., has acquired the White Motor Company, Cleveland. The identity of the White company will be maintained.

### Appoints Campbell-Sanford

Mead Johnson & Company, Evansville, Ind., have appointed the Toledo office of the Campbell-Sanford Advertising Company to direct their advertising account. Poultry and agricultural papers are being used.

### Transferred by Fairchild

Clyde E. Brown, for seven years with the European staff of the Fairchild Publications, has been appointed director of advertising on the Pacific Coast, with headquarters at Los Angeles.

## New Campaign by General Electric

**A** NATION-WIDE sales campaign will be conducted by the incandescent lamp department of the General Electric Company during the fall and winter on Mazda Photoflash and Photoflood lamps.

A series of photographic prize contests will be conducted in four magazines, with a separate contest for each magazine.

Announcements of the contests will be made on General Electric radio broadcasts. Counter displays, envelope enclosures and stickers and merchandising suggestions will be offered to all sales outlets for these products.

### Rural Papers Plan Advertising Bureau

Formation of a bureau of advertising to build an "accredited list" of medium-size daily and country weekly newspapers and promote their use among advertisers and agencies was recommended at the annual meeting of the Newspaper Association Managers at Chicago last week. A motion to this effect will be placed before the board of directors of the National Editorial Association.

This standing committee on advertising agency practices was appointed: John B. Long, California Newspaper Publishers Association, chairman; Russell Knight, Ohio Newspapers Association; and E. R. Eaton, Michigan Press Association.

A committee to foster wider distribution of audit reports consists of: Bruce McCoy, Wisconsin Press Association, chairman; Jay W. Shaw, New York Press Association; and Arne G. Rae, Oregon Press Association.

### G. T. Metcalf Has Own Business

George T. Metcalf, recently advertising and sales promotion manager of the Franklin Process Company, Providence, R. I., has established his own advertising business at that city. He will direct the advertising of the Franklin Process Company.

### Schuster with Chicago "Daily Times"

H. G. Schuster, who, as reported last week, has joined the staff of the Chicago *Daily Times*, has been appointed national advertising manager.

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# No Wonder the Stocking Was Empty!

**A**SK any little boy and he'll tell you an empty stocking means that somebody has neglected to write to Santa Claus. Ask any merchant or business

man who has had his stocking filled with good business during the holidays and he'll tell you it was his letter to Santa Claus that did it.

**BUT** ~

that letter was a catalog, folder or circular that he had us produce for him, because he has learned after years of experience that we know how to produce Christmas printing that produces business.

Telephone  
MEdallion  
3 - 3500

● There is still time to get your catalog or printed matter ready for Christmas if you call us immediately. WHY NOT DO IT TODAY?

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**CHARLES FRANCIS PRESS**  
PRINTING CRAFTS BUILDING  
461 EIGHTH AVENUE - - NEW YORK CITY

# What Groucho Says

The Ad Biz Is Just as Funny as Ever

**B**OSS knows a guy who is president of the Equity Appraisal Bureau. You've heard of 'em? Big house operating a big appraisal service. Well known in its line but never advertised.

Boss been after this prex for years and landed 'em 'bout a year ago. Boss is very proud when his social tact and that sort of stuff land a client. We can't guy Boss a lot cuz he's Boss and won't stand for it. So we haven't had a real chance to laugh at him for an account which didn't spend any money.

Seems to me it would add to the joy of being in Biz if bosses could only be guyed like V.P.'s are.

This Equity bunch got a Gent. Treas. who's got our Gent. Treas. licked a mile as a tightwad.

This Treas. kicked on having an ad agent, and blocked every effort to get ads. His uncle was founder of the biz.

Well, it seems this uncle was quite a gink in his day, but has been dead fifteen years. He was buried but nobody ever gave him a tombstone. All this came up in one of their directors' meetings, where it was doped out to be a shocking disgrace to Equity that their glorious founder's bones were unmarked.

So this Gent. Treas. was appointed a committee to design a slab and dope out words to put on it. He got to thinking it over and sez to himself: "What we got an ad agent for, if not for copy and design?"

Boss gets all excited over a phone message that Equity wants some service from its agency at last, and begins to swell up as always on such occasions. He sends me over to Equity and sez I better take Eagles and Skippy along so'z to seem snappy and all ready for hot work on copy.

We went, with plenty of paper and blanks and all that, and got the job of preparing copy and layout for the tombstone.

Eagles and Skippy came up to

the scratch and drew pictures and made notes as per any conference.

Eagles asked for a "description of the product" and Skippy had a coughing spasm like a true gentleman. Most of the dope about the old boy was that he was a Lutheran. We saw his picture and he had billy-goat whiskers.

Skippy, Eagles and I went to a speak immediately afterward. I ask you can you blame us if we didn't get back to the office that day?

Skippy sez: "Eagles, your data seem to be incomplete and irrelevant."

Eagles sez: "Forget it. The fact that the old boy was a Lutheran is just about as good copy data as we generally get on ready-made pants, bread or shaving soap."

Skippy is having a marvelous time designing the tombstone. If he has his way it will be a mausoleum about the size of Grand Central station.

Boss sez if we serve 'em well on this order we may get some more orders. Contract and rate boys are all upset cuz they haven't any rate cards on tombstone space and our radio department refuses to take any interest in the subject at all.

And the funniest thing is that Gent. Treas., our Gent. Treas., thinks it is funny.

GROUCHO.

## G. H. Durston with "Home Ware"

Gilbert H. Durston, recently with Mortimer W. Mears, Inc., St. Louis advertising agency, as vice-president in charge of sales, has joined *Home Ware*, Philadelphia, as merchandising counselor. He was at one time advertising manager of the Mohawk Carpet Mills, Amsterdam, N. Y.

## Appoints Prudden, King & Prudden

The Union City, N. J., *Hudson Dispatch* has appointed Prudden, King & Prudden, Inc., as its national advertising representative.

## THE WASHINGTON STAR has led every other American Newspaper in volume of advertising each month for six months ending July 31

Total Advertising 6 months ending July 31, 1932

The Washington Star (Evening and Sunday)	10,769,133
The Baltimore Sun (Evening and Sunday)	9,245,078
The New York Times (Morning and Sunday)	8,900,913
The Detroit News (Evening and Sunday)	8,640,576
The Chicago Tribune (Morning and Sunday)	7,957,080

The reason for this is . . . Advertising in The Star pays advertisers at all times . . . even times like these, because of the following facts:

- The Star has an unbroken record of dominance in Washington since the Civil War
- as a newspaper it has not only the confidence and respect but the affection of the local community
- it is strictly an afternoon newspaper having no forenoon or noon editions and no predate Sunday edition
- its circulation is confined 97% daily and 96% Sunday in the city and suburbs
- a recent survey made by the A.A.A.A. shows that 97½% of The Star's evening circulation and 98½% of its Sunday circulation was actually found in the homes
- its circulation is greater than at any time in its history
- it does not use premiums or contests to stimulate its circulation
- its ownership, management and personnel are entirely of Washington
- it sells its product to readers and advertisers at the lowest possible price consistent with the production of a thoroughly first-class newspaper
- it is at this time selling advertising cheaper than at any time since the Great War and in fact at pre-war prices, that is, its milline rate is lower now than in 1914
- it has for years strictly censored all advertising and eliminated all that it felt was objectionable and modified the style of display to reasonable limits.

## The Evening Star.

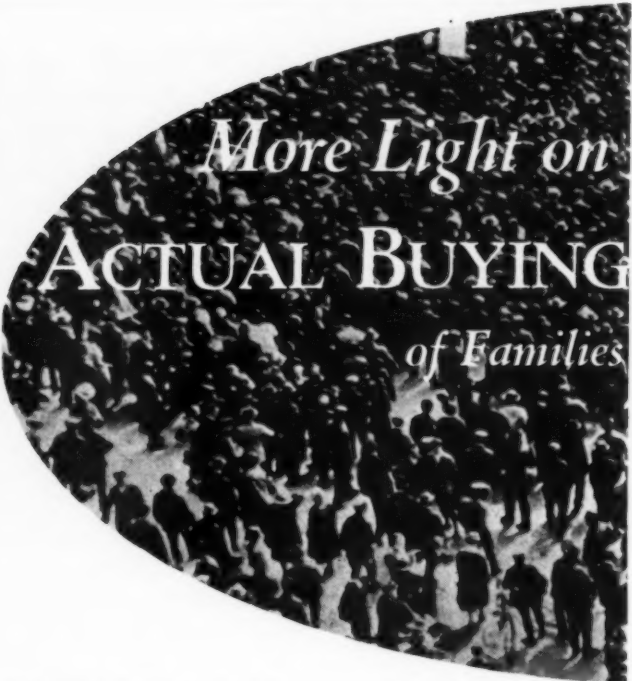
With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:  
Dan A. Carroll  
110 E. 42nd Street

Member  
Major Market  
Newspapers, Inc.

Chicago Office:  
J. E. Lutz  
Lake Michigan Bldg.



# More Light on ACTUAL BUYING of Families

**M**ORE FACTS on the difference between *People* and *Purchasing Power*. Again *TIME* penetrates the fog that has encompassed the variations in "per capita" consumption of families with different incomes, shows which families are best consumers of your product, which buy infrequently or in small quantities.

Volume I of "MARKETS BY INCOMES" showed these facts in many fields: food, automobiles, refrigerators, radios, electrical appliances, bathroom products, opening an entirely new field of sales research. Sales and advertising executives were lavish in their praise, insistent in their demand for similar information on other products and merchandise.

## "MARKETS BY VOLUME II—

Contains facts from *TIME*'S 1932 Appleton Survey—the first accurate analysis of the purchases of gas . . . water . . . books . . . paints . . . clocks . . . silver . . . watches . . .

*TIME*'s trained staff of investigators again pushed Appleton doorbells this year, gathered more up-to-the-minute facts. With this new information, Volume II continues and completes the work of Volume I.

Typical American families in the city of Appleton, Wisconsin, supplied the facts for "MARKETS BY INCOMES." 1,500,000 retail



# PERFORMANCE

## *in Different Income Groups*

### INCOMES" NOW READY

plumbing . . . electricity . . . fountain pens . . . sporting goods . . . men's clothing . . . floor covering. Discussion of charge accounts — local vs. out-of-town purchasing.

purchases were recorded, analyzed, correlated with the sworn income tax returns of the purchasers. TIME's access to the files of the state income tax returns eliminated all guesswork, makes this survey complete, authoritative.

In the past, sales and advertising executives have too often had to guess which families deserved

the best sales effort, which ones have the high per capita consumption.

Now they are supplied with an accurate index as to the differences in consumption of families with different incomes in a wide variety of products, to the frequency of their purchase, to the quality of the products bought by families in different income groups.

Some businesses may discover that they have concentrated too much sales effort on families whose per capita purchasing is small. Others may discover large, highly productive markets hitherto considered too small, for lack of evidence. *It's time to get the facts.*

# TIME

*The Weekly Newsmagazine*

## Peoria Again Is Included in Bright Spot Cities List

Peoria is again included in the list of "Bright Spot" cities issued by the Sales Management magazine. This list which shows the relative standing of all "Bright Spot" cities in the various Federal Reserve districts shows that Peoria's business activity for the three months average, May, June and July, was 62.1 per cent of normal, while the United States of America average for the same period was 53.2 per cent of normal and the Chicago Federal Reserve district 52.5 per cent. Of the cities listed in the Chicago district, Peoria stands fifth, leading all cities in Illinois.

Of the 262 cities for which data are available through the Federal Reserve board, 120 fall under the class of "Bright Spot" cities and Peoria has been included in this class each month this year.

# AGAIN!

## PEORIA IS INCLUDED IN THE LIST OF "BRIGHT SPOT" CITIES

Reach all the "Bright Spots" in this Prosperous Illinois Market through the only medium that gives adequate coverage of its buying power—THE PEORIA JOURNAL-TRANSCRIPT!!

## PEORIA JOURNAL-TRANSCRIPT

Member of  
MAJOR MARKET  
NEWSPAPERS, Inc.



CHAS. H. EDDY CO  
Nat'l Representatives  
Chicago, New York,  
Boston

# FIRST

IN RETAIL ADVERTISING,  
CLASSIFIED, FURNITURE,  
GROCERS, CLOTHING STORES,  
FINANCIAL, RADIO, JEWELRY,  
DRUG STORES and Miscellaneous

1st  
Seven  
Months  
of  
1932!



## Don't Publish It

CHICAGO COOK COUNTY RETAIL GROCERS  
AND BUTCHERS ASSOCIATION  
CHICAGO

Editor of PRINTERS' INK:

Our Association is about to publish a monthly magazine, "The Grocer's News," and I am writing to ask if you can tell us where we can ascertain if there is any other publication of a similar name?

H. F. STICKNEY,  
President.

THERE are many worthy publications which serve retail grocers and butchers; they are published by men of long experience in the publishing business. We believe that there are enough problems for dealers in this field to solve without them taking on the added responsibility of the publishing business which has a series of worries all its own.

The per capita consumption of meat has dropped off for many years. That is a real problem which butchers for instance might well think about and make plans to meet.

In addition to the added troubles they would soon discover in the

publishing business, it is quite possible that a magazine started by retailers would approach manufacturers to secure advertising. At a time when advertisers are scrutinizing every expenditure and trying to make each advertising dollar buy the greatest possible amount of reader interest and attention, we believe there is always a danger of improper selling when retailers run a magazine and approach advertisers for their support.

All advertisers, in their desire to reduce advertising costs, are looking into the media they are now using with greater care than ever before. They are investing more money in proved media, taking it out of others which have not proved themselves or which are without authority or real publishing standing.

For these reasons we seriously suggest that the Cook County Retail Grocers & Butchers Association reconsider its decision to enter the publishing business at this time.—[Ed. PRINTERS' INK.]

### Quaker State Oil Has Canadian Unit

The Quaker State Oil Refining Company of Canada, Ltd., has been established as a subsidiary of the parent company at Oil City, Pa. An advertising campaign in Canadian publications announces the opening of the new concern, of which Howard Morton is manager. Mitford Advertising, Ltd., Toronto, is handling the campaign.

### Appointments by Goodrich

William Sewall, formerly advertising manager of the Hood and Miller tire division of the B. F. Goodrich Company, has been made sales promotion manager of the combined affiliated tire sales divisions. M. G. Huntington, will direct the advertising of Miller, Hood, Brunswick and Diamond tires, with K. E. Hopkins as assistant.

### Ohio Circulation Group to Meet

Charter members will be guests of honor at the annual meeting of the Ohio Circulation Managers' Association which will be held at Columbus on October 19 and 20, to celebrate the organization's fifteenth anniversary.

### To Publish "Air Transportation"

*Air Transportation*, a monthly business paper, will make its initial appearance on October 15. Harry Schwarzschild, publisher of *Aviation Engineering*, is publisher with offices at 22 East 40th Street, New York. Michael H. Froelich has been appointed editor. Advertising representatives include: William F. Kentnor, Chicago; M. H. Newton, Cleveland, and Clayborne Garrett, New York and New England.

### Represents "Office Equipment Merchandiser"

Walter J. Bennett, formerly representing the *American Stationer and Modern Stationer*, is now representing *The Office Equipment Merchandiser*, Chicago, in the Eastern territory, with headquarters at New York.

### R. J. MacColl with Devine- Tenney

Robert J. MacColl, formerly with Hamilton-DeLisser, Inc., New York, has joined the New York staff of the Devine-Tenney Corporation, publishers' representative.



## Needed: More Action and Life in Advertising Pictures

There Are Few Instances Where the Passive Illustration Is Preferable to One Filled with Movement

By H. M. Andrews

**A**CTION attracts the eye. That is an axiom familiar to everyone but frequently forgotten in the preparation of an advertising illustration. Numerous current pictures lack the quality of movement, although it would have been just as easy to introduce it, thereby strengthening the subject immeasurably.

It is more difficult to introduce action in a drawing or in a photographic illustration than to prepare copy of the other type. The lazy way is to design fixed studies. For the moment a figure is set in motion, problems of anatomy crop up which require more than a casual amount of studio analysis.

When it was decided to use photographs of women walking in a recent Stetson shoe campaign, it might have been felt that all that was necessary was to secure some pretty models and photograph them in the act of walking. The prob-

lem was not so simple as all that. First of all, comparatively few women walk gracefully with an easy swing which would indicate that they are wearing comfortable shoes. Then it was found that those women who appeared to walk gracefully didn't always show up that way in the final print. The picture would show the woman in one particular position which was part of a rhythmic stride. That particular position might look awkward in the picture.

There are numerous such difficulties which confront the artist or photographer who has been instructed to put plenty of action into an illustration. Any resourceful artist or photographer can give an advertiser action if he asks for it but it is important that the details be watched.

There are times, of course, when only a still life picture will do. The character of the product and

campaign will dictate whether action would be out of place. But there are few advertisements that cannot use some sort of motion.

Examine a newspaper page containing a number of advertisements. The competition is keen for the reader's eye. And it is fairly certain that the advertisement containing the greatest amount of action is the one to attract you first. It may be smaller than its neighbor and its art technique may be less unusual, but these factors are secondary to the suggestion of movement.

Because life itself is not duplicated and a picture can be no more than a weak imitation of living persons or animals or objects of any description does not signify that the eye fails to accept the manufactured suggestion of life in an identical manner.

Photograph a model, say a child, seated at a breakfast table, calmly repressed. Place side by side with it a study of the same child, at the same table, reaching eagerly for a dish, or waving its hand to its

mother, and the latter composition will be the one to supply by far the greater measure of appeal.

In the same fashion, the facial expression may go far in the direction of enlivening an otherwise dull layout.

The text of an advertisement or its headlines should supply the artist or photographer with such inspiration and incentive as is necessary to put spirited movement into the picture. And this is not always done. It is usually the fault of the writer of the copy.

Not long ago Dodge made the word "Action" the theme of an advertisement. The headlines declared that this car "is alive with it." Naturally this called for a spirited picture. The artist arose to the occasion and produced a picture which seemed to dash across the page. It was a scene on a Western ranch with a racing motor car filled with cowboys. Movement was evident wherever the eye fell.

A motor car naturally lends itself to action pictures. But what



On Opposite Page—An Illustration from Current Lucky Strike Campaign. Above—An Illustration from a Dodge Advertisement

about a can of peas or a box of biscuit flour?

There is not much to excite the imagination in a picture of a can of peas. But the way in which it is placed in a magazine advertisement for Green Giant Peas, packed and grown by the Minnesota Valley Canning Company, catches the eye and holds it. The can, tilted slightly, has been opened and a spoon is removing some of these tender, green balls. Over the edge of the spoon have fallen a few and the eye automatically follows these down to the bottom of the page to a salad that is shown temptingly in color.

The salad itself would have made an interesting illustration. So would the can of peas, opened. But by injecting motion between these two illustrations, the whole page is given life and action.

Practically every Bisquick advertisement has a number of illustrations all of which tell a story by means of action. One recent display contained four separate illustrations in addition to some smaller, minor pictures. At the extreme left of this six-column advertisement was a picture of the awful results of "Bride's Biscuits." The husband, evidently back in the gay nineties, has just put both hands to his jaw after taking a bite of what his bride has baked. The bride is in tears. There is plenty of action here.

A companion picture is at the other end of the display showing a modern couple at the breakfast table. The husband is praising his bride's baking effort. There is plenty of action here, too.

#### ***Bring Still Subjects to Life***

The other two pictures represent more difficult subjects in which to portray action. They are photographs which illustrate the speed in which it is possible to prepare Bisquick. Both of these might easily have been still life studies, one being the bowl of ingredients and the other the biscuits in the oven. But by two simple devices, these pictures have been improved. The first contains a bowl

of the ingredients but in addition a pitcher of milk is held by a hand in one corner and the milk flowing from the picture constitutes the action. In the other a tray of Bisquick biscuits is being slid into the oven. How much better a little action makes these pictures!

Food advertisers have found a great many methods of inserting action into their illustrations. Recipes may be very attractive when reproduced in colors but unless there is a little action they are likely to appear a bit stodgy and conventional. Instead of showing a whole cake, it is possible to make a more appealing picture by having a piece of this cake being lifted off the plate. A fork, being used, often supplies a bit of action which makes an illustration something more than just another food picture.

#### ***Action in a Bowl of Soup***

Even a bowl of soup is improved as an illustration when steam, or the aroma, can be seen rising from it. Frequently adding action to a picture is just as simple as that, requiring only a little retouching on the part of the artist.

One national advertiser will not O. K. a piece of copy that does not contain action throughout. He looks for it, first, in the headlines, or, if not there, then in the opening paragraph of the text. For he is equally certain that words should have action and that copy should sweep along at a lively pace. If this copy does so, then the artist will match its mood in the making of his picture.

An advertising agency man recently told me about a tire chain advertisement which contained a picture of a dark and stormy night, with the inference drawn that a rain would soon come, with slippery roads and dangerous driving. But that picture lacked much as it was originally submitted, although nobody at first could explain just why.

Then they hit upon it. It lacked action, of course. Someone suggested a vivid flash of lightning against the black sky and a few

● Here's How Times Have  
Changed in PITTSBURGH

this year .. **60.6%**

of all Sunday display advertising for the  
first eight months of 1932 appeared in  
the Sun-Telegraph.

last year .. **55.8%**

of all Sunday display advertising during  
the corresponding period 1931 appeared  
in the Sun-Telegraph.

1931	← Jan. 1st to Aug. 31st →	1932
<b>SUN-TELEGRAPH</b>		<b>SUN-TELEGRAPH</b>
<b>46.9%</b>	<b>LOCAL DISPLAY</b>	<b>50.4%</b>
<b>73.4%</b>	<b>GENERAL DISPLAY</b>	<b>77.3%</b>
<b>60.8%</b>	<b>AUTOMOTIVE DISPLAY</b>	<b>62.9%</b>
<b>49.4%</b>	<b>FINANCIAL DISPLAY</b>	<b>77.2%</b>
<b>55.8%</b>	<b>TOTAL DISPLAY</b>	<b>60.6%</b>

Figures by Media Records, Inc., without adjustments of any kind.

The Pittsburgh  
**SUN-TELEGRAPH**

NATIONALLY REPRESENTED BY  
**PAUL BLOCK AND ASSOCIATES**

minutes later, what had been a slow motion advertising picture, was transformed into one with a strong and dramatic lure to the eye.

But illustrations should not be left to action-chance in any such manner as this. Nor should the movement of a spirited layout be entrusted with the responsibility despite the fact that artists today have discovered admirable ways and means of injecting speed into almost every line of their remarkable compositions. Before the illustration is placed, the layout has considerable movement, to which is likely to be added action hand-drawn letters.

Considered as a separate thing entirely, independent of all else, the picture, whether it be an original or a posed photograph, should include just as much action as can be put into it.

There are a number of outstanding examples of action illustrations in campaigns appearing today. The Ethyl fluid advertisements almost invariably contain plenty of that ingredient.

The latest Lucky Strike series in newspapers, "Nature in the Raw Is Seldom Mild" shows what can be done when the work of top-notch artists is used. This campaign would never have been effective with mediocre pictures, lacking in action.

#### **Greatest Field for Improvement**

The greatest field for improvement would appear to be in the livening of portraits and bust illustrations where lack of animated expression and of pose is an obvious weakness. Just because the illustration happens to be a head does not mean that it should suffer from lack of proper action. A tilt of the head, a smile, an unusual perspective, all are tricks which are employed by the modern artist and photographer. The unique idea of tossing heads back in such a manner that the reader can see beneath the chin is a perspective stunt of no mean merit. This introduces action at once, apart from the expression.

A man may be shown from

shoulders up only, bending before a winter gale, and the hunch of the shoulders and the pose of the head, with drawn features, all combine to produce a most modern action picture. In photographing children, camera veterans have been noticeably successful of late, as eyes twinkle, mouths are wreathed in smiles, and every line of composition tends to make movement more pronounced.

Pictures in which people are seated, at ease, pictures in which there is no movement and no hint of any movement to come, are decreasing. Advertisers are discovering that action strengthens any scenario.

The world around us is constantly on the move. Life has increased its pace. That advertising art should tear a leaf from this book is a logical step in the right direction. The public looks for it and appreciates it.

#### **Publishers Appoint Green-Brodie**

Brentano's, Inc., and Alfred H. King, Inc., publishers, both of New York, have appointed Green-Brodie, Inc., of that city, to direct their advertising accounts. Newspapers, magazines and business papers will be used.

#### **Pipe Account to Mitford**

L. Simmon & Company, Ltd., Toronto, Kola DeLuxe pipes, has appointed Mitford Advertising, Ltd., of that city, to direct its advertising account. Business papers and direct mail are being used.

#### **To Market Advertising Novelty**

The Dusinger Indicator Company, at Kew Gardens, N. Y., will market a direct-reading humidity indicator to be used as an advertising novelty.

#### **F. R. Pierce Advanced by Frigidaire**

F. R. Pierce has been appointed sales manager of the Frigidaire Corporation, Dayton, Ohio. He was formerly household sales manager.

#### **Death of J. H. Goodwin**

J. Howard Goodwin, who conducted an advertising agency in Philadelphia, died recently at that city. He was fifty years old.

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Physicians tell us that half of all human ailments are directly traceable to food —



— and statistics show that, in this country alone, 2,000,000 people every day are too sick to leave their homes

## “You Bet Your Life”

THE refrigeration department of the General Electric Company has been a pioneer in the use of slide films as an aid to selling. It provides its salesmen with these films for use in direct selling. A new film has just been announced which is of a more aggressive nature than any produced for the company heretofore.

The title of the new film is “You Bet Your Life.” It emphasizes the dangers confronting members of a household through the serving of food which has been improperly refrigerated.

The film is designed to awaken in the prospect a realization of the chances taken with health in partaking of food which, through inefficient refrigeration, has become overladen with harmful bacteria.

It is crammed with drama. One of the most striking comparisons is the portrayal of a child confined to bed by illness and the statement that, “half of all human ailments are directly traceable to food.” Another shows a photograph of soldiers in action on a battlefield next to a picture of an infant in a baby carriage. The caption is: “War we call a public disaster, because we can see its fatal effect. The havoc that impure food makes among us is no less a calamity because less spectacular.”

M. F. Mahony, manager of the merchandising division of the G. E. Refrigeration Department, reports that the new film has met with the greatest demand of any produced since this method of stimulating sales was adopted by the company.



### Seattle Club Lays Plans for Diversified Programs

The Advertising Club of Seattle has divided membership into four teams with leaders. These teams representing copy, contact, media and production, will present programs on successive weeks through the season. Judges will determine the winning team, measuring results on a graded scale which takes into consideration, main event, short features, new members, guests and total attendance.

### Establishes New Business at Toronto

Donald F. Philp, until recently advertising manager of the Wm. Wrigley, Jr., Company, Ltd., Toronto, has established the Philp Advertising Agency, Ltd., with offices in the Sterling Tower, Toronto. Associated with him is his brother, Clarence W. Philp, until recently production manager of Lord & Thomas of Canada, Ltd. W. H. Reid will be space buyer and Stanley S. Cooper art director.

## China Offers a Meal for Two

THERE is an old saw which, if properly paraphrased, suggests "When in China do as the Chinese do." The makers of old saws, however, have neglected to manufacture a paraphrasable saying governing the activities of those Chinese who find themselves engaged in business in the United States at a time when business, to put it mildly, is inactive.

But judging by the success during the last year of the Chin & Lee Company, New York, purveyor of oriental food products, oriental insight must suffice in lieu of ready-made philosophical saws.

This company was established some four years ago for the purpose of supplying restaurants, tea shops, and establishments of their ilk with the native Chinese dish, chow mein, in bulk.

A little over a year ago the company found that the business of selling chow mein in bulk was a trifle slower than was to be desired. Some novelty was sought which might put new life into the demand for the company's Chinese food. It was decided to offer chow mein in a convenient form direct to the consumer.

The outcome of this decision was a "dinner for two" put up in a handy package to retail at 50 cents. Each combination package contains a ten and one-half ounce jar of chow mein, a sealed carton of fried noodles, a one-ounce bottle of

soy bean sauce, and two individual bags of Chinese tea.

The package which was chosen to hold this meal-for-two bears a touch of oriental atmosphere in the form of fiery dragons. It is not only a convenience to the purchaser who will find the entire ingredients for a complete meal therein but it also can be utilized by the dealer as an attractive display piece.

The fact that the Chin & Lee Company's business has doubled since the instigation of the "meal-for-two" package stands as tangible evidence that the idea was a worthy one and that the American housewife is glad to add an oriental touch to her kitchen repertoire. But the packaged dinners have produced other results than the profits accruing from their very satisfying sales.

Following the hearty reception of the ready-made meals by the public a demand became apparent for some of the individual products offered in the combination package.

As a result, the company has found it necessary to market its tea in individual tins and its noodles in separate transparent cellulose bags to satisfy the demands of those persons whose appetites disdain the Chinese dinner but who wish to use the tea or the noodles for other, less oriental, purposes.

### National Biscuit Advertisises to Farmers

Farm papers have been added to the media being used by the National Biscuit Company, New York. This is the first time in some years that the company has extended its program into the farm field. Plans call for the use of full-page and half-page space in sixteen Mid-western farm papers.

### S. W. Miner with Addison Vars

Sperry W. Miner, until recently vice-president and treasurer of the Groom Motor Car Company, has joined the executive staff of Addison Vars, Inc., Buffalo advertising agency.

### F. C. Saffan with Kirtland- Engel

Fred C. Saffan, formerly with *College Humor*, has joined the Kirtland-Engel Company, Chicago, as vice-president. James A. Barnes, copy chief of the Kirtland-Engel agency, has been elected secretary and a member of the board of directors.

### New Accounts for Rochester Agency

The Hutchins Advertising Company, Rochester, N. Y., has been appointed to direct the advertising of William S. Rice, Inc., Adams, N. Y., surgical instruments, and Cutler Mail Chute Company, Rochester.



# IT WILL

EXTENSION MAGAZINE now has a MERCHANDISING SERVICE

# PROFIT

that is helping advertisers obtain almost unbelievable returns, in 240,000

# YOU TO

of the wealthier Catholic homes (which annually spend a billion dollars

# READ

among them) and in the rich Catholic institutional field, which spends another

# BETWEEN

billion dollars a year. Write for proof of what others have done already.

# THE LINES

EXTENSION MAGAZINE, 360 N. MICHIGAN AVE., CHICAGO, ILL

# Get a Copy Idea People Would Like to Believe

Watch Your Thoughts and the Words Will Take Care of Themselves

By L. Martin Krautter

WHEN a copy writer is temporarily idle, and his mind is lightly touching first one and then another subject relative to his trade, its wanderings very often end in an academic discussion of word values.

Not only in PRINTERS' INK, but also in nearly every text-book on copy writing will be found chapters on words. And, commendably enough, the arguments set forth are always sound as platitudes and end in the approved fashion with a polite compliment to good rhetoric, and a gentle bow to the power of the English language (when properly used).

Now, while all of these diatribes are excellent, and contain the rules by which every copy writer is guided, more or less, still, they are usually better examples of a fundamental law of advertising—that a story everyone knows should be repeated as often as possible—than guide-posts to more productive copy.

But, since shirt-sleeve advertising is so generally wanted at this time, why not go to the very bottom of the business and find out from the research department just which words are "thin" or without meaning to the public that has to read them? And find out, too, what the people we are speaking to think is good writing.

## **Does the Public Appreciate Good Writing?**

When we professionals get together and talk about exactness in description and the strength in simplicity of expression we are, too often, merely emphasizing our own reactions. Then, when we are reminded that the public mind has been left out of the discussion, we produce the old excuse: "Good writing will have its beneficial effect on, and be instinctively recognized by, even the uneducated!"

For the sake of an example, let's consider an article to be sold to the housewife. Then, before the copy is drafted, the research men will be asked:

"What is the average intelligence of the general public? Is it true that the publications most widely read by our prospects are 'Wonder Stories' and the 'Unsuppressed Weekly'?"

## **Why Are Some Magazines Read from Cover to Cover?**

Good. Then we will follow the style of the editorial contents of these magazines as closely as we can; because if a publication is carefully read it must pull well. And if it is read from cover to cover, the reason must be that the stories are pleasing to the public.

So we will look to the stories for words to use in our copy. Don't put us off by saying that the stories are to entertain but the advertisements are to sell. Our fondest hope is that our copy is as eagerly read as the story next to it. There would be no question of pulling power then! And please don't call our strivings tripe! You just told us that the average intelligence of the people we are addressing is surprisingly low, and such minds always respect the verbose. Didn't you ever listen to a public speaker?

Of course, it would be more agreeable to get up an advertisement for a class publication whose readers would appreciate good writing and understand the advantages of simplicity, but this other market must be reached first.

After all, why should we worry about the correctness of the paragraphs? The main job of a copy writer is to get ideas across; and, the test of an advertisement's greatness is not the manner in which its thoughts are expressed but how well—in the minds of those ad-

ressed. In many books that have been inordinately popular, ideas which people enjoy believing are profound, have made bad writing live for years.

So, instead of grouching about the limitations placed on copy writers, we will write fiction when we feel that it is necessary to pursue the course of deft expression. But when it comes to advertisements, the one abiding rule will be: Get an idea that people would like to believe in (they'll convince themselves that it is true) and then let the words fall where they may.

Then, when some fellow writer asks if you ever went to school, smile at him confidently and reply:

"Run off and study your public! Pulling power in advertising is 'way above your quibblings over the exact connotation of a word. Where would Charlie Chaplin be if his frock coat were new and his trousers crisply pressed? And what meticulous gentleman ever had his enthusiastic following? Watch your thoughts and the words will take care of themselves!"

### To Represent College Paper Group

College Publishers' Representatives, Inc., New York, has appointed R. W. Harwood and H. Mahon, Cambridge, Mass., to represent it in New England with the exception of Connecticut and Western Massachusetts which will be covered from the New York office.

### MacLean Appointments

Murray Chipman, for a number of years Eastern manager of *The Financial Post*, published by the MacLean Publishing Company, Ltd., Toronto, has been appointed manager of the company's Montreal branch. Douglas M. Gowdy, of the sales staff of *The Financial Post*, at Montreal, is now business manager.

### R. E. Oberfelder with Ivel Displays

Robert E. Oberfelder, formerly president of Oberfelder-Franken, Inc., New York advertising agency, has joined Ivel Displays, Inc., as sales representative.

### Los Angeles Agency Appointment

C. Alan Walker, Los Angeles advertising agency, has appointed A. E. Regnas as art director.

## Sales Volume Goes Up with Advertising

THE Pittsburgh Plate Glass Company, which last year increased its appropriation about one-third above that of the preceding year, has approved a 1933 budget, which in amount, will about equal that of 1932.

Clarence M. Brown, chairman of the board, reported that very decided signs of improvement have been noticed during the last few weeks, especially in the company's sale of paint products. The increased advertising budget was credited with enlarging sales, beyond expectations.

The company is now marketing a new line of fluid colors, prepared for the painter in that form instead of as a paste.

### Hartman Wins Western Golf Honors

George H. Hartman captured low gross honors in the September tournament of the Western Advertising Golfers Association, Chicago. H. W. Markward won second low gross prize.

W. B. Schmidt was the low net winner at twenty-seven holes and J. J. Lynch, second.

Winners and runners-up in the four-some flights, played under the chip system, were: First, G. H. Hartman and H. W. Markward, tied; second, R. W. Richardson and W. D. Washburn; third, J. H. Lynch and J. R. Rutherford; fourth, C. D. Freeman and H. M. Keefe; fifth, E. G. Johnson and E. D. Wheeler; sixth, D. D. Sperry and H. E. Cole, seven, A. F. Buechele and T. S. Dowd, tied.

### Redmond Joins Ingalls

C. A. Dana Redmond, for several years advertising manager of the Boston Varnish Company, has joined Ingalls-Advertising, of Boston, as vice-president.

### Joins McJunkin

Charles F. Kelly, Jr., formerly vice-president of the Yost Advertising Company, St. Louis, has joined the McJunkin Advertising Company, Chicago.

### Appoints Boston Agency

The Angier Corporation, Framingham, Mass., has appointed A. B. Hall, Boston, to direct its advertising account.

## Good for Gnashing

SOME of the gossipers along Park Avenue in New York are saying that for poor timing of a publicity release the palm goes to a dental supply maker not a thousand miles from Ft. Wayne, Ind. The story, very possibly untrue, is like this:

Several months ago this dental supply manufacturer got in touch with Mahatma Gandhi through his representatives in London. It seems that the ninety-eight-pound leader was sick of seeing himself in news reels and other photographs, minus teeth. His measurements were secured, and the set made. Receiving word from Poona, where the jail which housed the Mahatma is located, that the false set was receiving its final finishing touches, the release was sent out.

Most unfortunately, Gandhi chose the very next day to make his famous threat to starve himself to death unless the Indian de-

pressed classes, or "untouchables" were given a better deal by the British Government than the one offered them in the famous communal decision.

When this news met the publicity release the reading public all over the world was treated to the amazing spectacle of a man who threatened to quit eating, at the same moment getting himself fitted with a swell new set of false teeth, designed presumably to eat more than air or to gnash in anger.

"Perhaps," said one news dispatch, "this latest unexplainable action of the Mahatma is one reason why no hint has yet come from Downing Street that the Government would do anything but sit tight on its recent decision."

If there is any truth at all in this story, it may be said in later years that a publicity seeking manufacturer by an inept release, managed to change the course of international history.

### Cincinnati Agency Gets School Account

The Archer Advertising Company, Inc., Cincinnati, will direct the advertising of McSweeney Trade Schools, Inc., Cleveland. Magazines and farm papers will be used.

### Olmstead with "Brooklyn Chat"

Vanderbilt R. Olmstead, for ten years with the Gravure Service Corporation, New York, is now with the *Brooklyn Chat*.

### Heads Fawn Art Studios

L. F. Grimes, following a reorganization, has been elected president of the Fawn Art Studios, Cleveland. Norman V. Wagner was elected vice-president; John J. Engeman, treasurer, and Arnold J. Wagner, secretary.

### Poor Richard Appointments

L. D. Waldron, of the McGraw-Hill Publishing Company, has been appointed chairman of the publishers' representatives committee of the Poor Richard Club, Philadelphia.

### Printzess Coat Account to Grey

The Grey Advertising Service, New York, has been appointed to direct the account of Printz-Biederman Company, Cleveland, Printzess coats. Magazines, business papers and direct mail will be used.

### V. L. Chiquoine with Outdoor Service

Victor L. Chiquoine, formerly sales manager of the Philadelphia branch of the General Outdoor Advertising Company, has joined the Philadelphia office of Outdoor Service, Inc.

### Masterson Advanced by "Yachting"

Walter J. Masterson, Jr., a member of the advertising department of *Yachting*, New York, has been appointed advertising manager.

### Joins San Francisco Printer

Charles M. Maisel, recently with the Louis Roesch Company, San Francisco, has joined the sales staff of the Recorder Printing & Publishing Company, of that city.

# MRS. FRANKLIN D. ROOSEVELT



ANNOUNCES THE ARRIVAL  
of

## BABIES: JUST BABIES

A MONTHLY PUBLICATION DEVOTED  
EXCLUSIVELY TO THE PROBLEMS  
WHICH CONFRONT THE MOTHERS  
OF INFANTS.

**DISTRIBUTION 100,000 NATIONAL**

## A 100% MOTHER MARKET

MACFADDEN PUBLICATIONS

420 LEXINGTON AVENUE

NEW YORK CITY •

# Effect of Price in Opening New Demand Levels

Test by Macy Executive, Having to Do with Income Classifications, Reveals Interesting Fallacies

By O. W. Knauth

Executive Vice-President, R. H. Macy & Co., Inc.

ONE of the price fallacies which is most widespread is that if we can offer for sale any article at just under \$1 or \$2 or \$10 or \$100, the public will be impressed by that fact. So we see prices of \$99.75 or \$9.95 or 99 cents with great frequency.

I am convinced this is all wrong. I believe that \$99 still looks to the public very much like \$100, and that even \$103 or \$104 or \$105 still look about the same as \$100.

In fact, I had the opportunity to make certain tests of this which strengthened that conviction. My test indicated certainly up to 5 per cent over the \$1 or \$10 price, the basic idea still holds. In some cases, sales were unaffected by changes of price even 10 per cent above the \$1 or the \$10 or the \$100 unit.

Conversely, I had occasion to try out a number of cases where a markdown was taken from just above \$1 unit to just below with no increase in demand. In the case of Sarouk Rugs, which have been among the great footballs of the last year, I note no increase of demand at \$189 over \$219. These have both been pretty usual prices. In fact \$234 seems to be as favorable a price as any of them.

Each article is limited in demand not only by competition within itself, but far more by competition with other articles. If we pay more than our accustomed price for shoes or suits, we have less for food and lodgings and amusements; and food and lodgings are the most staple and regular of all the calls on our purse. They are also the most difficult to reduce. Clothing comes next and after that the decencies and semi-luxuries.

From an address delivered before the Boston Conference on Retail Distribution, September 19.

The reports of the Bureau of Labor show far less variation in expenditures in the lower income class levels than in the higher ones, and yet they show the proportion paid by all income classes for rent and food to be unexpectedly stable.

The studies of the National Bureau of Economic Research, Inc. indicate a tremendous increase in the incomes between \$3,000 and \$5,000, to the incomes between \$5,000 and \$10,000; and an equally tremendous increase in the number of incomes below \$10,000 to those over \$10,000.

In fact, judging from these studies of the distribution of income, it must be obvious to anyone how limited the demand for goods is which can only be bought freely by those having incomes over \$10,000; and even that amount does not allow of a wide latitude if one has a family to support.

## A Complicated Question

Professor Nystrom has again divided up these incomes among persons who are bachelors, who have families of one, two or three children and who have other obligations. In the opposite direction, he has tried to divide up those families which have more than one income producer. All of that makes a great difference in the amount of potential demand for goods other than the most severe necessities. The whole question is far more complicated than most of us have dared realize, and a study of these potential demands is basic to anything like real success in distribution.

From that it follows that to increase the demand for any article means that it must not be simply lower priced as compared to the

accustomed price—it must be actually so priced that the new price opens up an entirely new level of demand.

This is not accomplished by any automatic process of 25 per cent or 50 per cent reduction or any other formula that I have been able to find. I think it is more subtle than that. It depends on a study of the normal price ranges paid by different income class levels for different types of goods, and of course there are progressively more persons in each lower income class level.

I take it, then, that it is merely a matter of chance that a 25 per cent reduction sale does or does not bring in a largely increased demand. The same chance runs true in a third-off reduction or a half-off reduction sale, though in those cases the margin becomes so

wide that it is almost certain that a new income class demand has been opened up. Even there, however, it is not always the case.

Finding the level of demand, then, in a changing price system, is an extraordinarily difficult thing and it is no wonder that most of us have blundered as badly as we have. But I think if we appreciate the elements involved and the focal point at which judgments and experience can most accurately guide us, the error can be marvelously reduced.

Again, the more staple the item, the easier it is to measure these variations of demand accurately. In the specialty items, price has less and less to do with demand, for the range of income becomes progressively greater and a whole new series of elements begin to play a major part.

\* \* \*

## Program for Insurance Advertisers

**A**T the annual convention of the Insurance Advertising Conference to be held in New York October 3-5, the fire and casualty group will have a separate session. The program, now practically complete, follows:

*October 4, morning:* A. W. Spaulding, Hartford Accident & Indemnity Co., "The Necessity for Producing Business without Product Losses"; Charles E. Freeman, Springfield Fire and Marine Insurance Co., "Obtaining Good Agents by Direct-Mail Solicitation"; Howard C. Pulver, Automobile Insurance Co., "Direct-Mail Advertising—How We Can Make It Help Agent and Company"; Harold Taylor, American Insurance Company, "Advertising Must Be Linked with Selling to Produce Results"; Ray C. Dreher, Boston and Old Colony Insurance Co., "Why Some Policyholders Leave Without Saying Good-bye,"

and Warren S. Chapin, Aetna Casualty & Insurance Co., "Visual Salesmanship."

*Afternoon:* Thomas Hanly, National Bureau of Casualty & Surety Underwriters, "How Can Rate Increases Best Be Sold to the Public?"; R. L. Neptune, American Surety Co., "Is Advertising Featuring High Verdicts a Boomerang?"; John Howie Wright, editor, *Postage & the Mailbag*, "What Can We Do to Offset the Increase in Postage Rates?"; Matthew E. Dowd, Dowd, Wylie & Olson, "Your Engraver Can Help You to Keep Engraving Costs Down," and Frank Ennis, Fidelity Phenix Insurance Co., "Dramatized Photography."

The morning of October 5 will be devoted to a symposium on the subject of "Co-operation," with Clarence A. Palmer, Insurance Company of North America, as chairman.

\* \* \*

### Appoint Clark

The Lamar, Colo., *Sparks* and Las Vegas, Nev., *Age* have appointed the Thomas F. Clark Company, Inc., as their national advertising representative.

### Death of M. D. Jacobs

Milton D. Jacobs, for eight years vice-president of Emil Brisacher and Staff, advertising agency, San Francisco, died last week, aged forty-nine.

## Olwell, Publisher, N. Y. "Journal"

**L**EE E. OLWELL is resigning as vice-president of both the National City Bank and the National City Company, New York, to become vice-president and publisher of the New York *Evening Journal*, according to an announcement received from D. E. Town, chairman of the executive committee of the Hearst Publications.

This change, which becomes effective October 1, marks a return to newspaper work for Mr. Olwell. He began his business career in 1905 on the Chicago *Inter-Ocean*,

subsequently becoming associated with the J. Walter Thompson Company. Later, he was advertising manager and director of public relations of the National Cash Register Company.

He joined the National City Company in 1916 and, since 1921, has also been vice-president of the National City Bank in charge of advertising and public relations. In addition, as vice-president of the National City Realty Corporation, he has directed the bank's real estate and building activities.

### Collins-Kirk to Discontinue

The business of Collins-Kirk, Inc., Chicago, will shortly be discontinued. George R. Collins and A. E. Munn, president and treasurer, respectively, will join Blackett-Sample-Hummert, Inc., Chicago, as account executives on October 1.

Wallace F. Kirk, vice-president, will also become associated with Blackett-Sample-Hummert as soon as he has closed the business of the Collins-Kirk agency.

Among the accounts which will be handled by Blackett-Sample-Hummert, following the above change on October 1, are those of the John F. Jelke Company, Morton Salt Company, Murine Company, Teletype Corporation, and the Joseph Triner Company, all of Chicago.

### C. J. Baker Joins "Printers' Ink"

Charles J. Baker has been added to the New York sales staff of the **PRINTERS' INK** Publications. He was formerly with the advertising staff of the Chicago *Tribune*. For the last two years Mr. Baker has been an active member of the Chicago Board of Trade.

### Gets Humble Oil Account

The Humble Oil Refining Company, Houston, Texas, has appointed the Thurber-Capers Advertising Agency, Dallas, to direct its advertising account.

### Appoints Churchill-Hall

Greenspan Brothers, Perth Amboy, N. J., wholesale grocers, have appointed Churchill-Hall, Inc., New York, to direct their advertising account.

### Adds Sunday Edition

The Dallas, Texas, *Dispatch* has discontinued its Saturday edition and will, instead, publish a Sunday edition.

### T. F. Joyce with Eastern Advertising

T. Frank Joyce, until recently assistant vice-president of the Boston and Maine Railroad, has been appointed general manager and vice-president of the Eastern Advertising Company.

The Eastern Advertising Company has transferred its headquarters from New York to Boston. A sales office has been established at Chicago in addition to the sales staff maintained at New York.

Charles E. Townsend is sales manager at Boston; Carlos G. Hailey, sales manager at New York, and George E. Hall, Western sales manager at Chicago.

### Kennedy with Northwest Paper

Edward A. Kennedy, formerly with Fraser Industries and, before that, with the Mead Sales Company, has joined the publication sales department of the Northwest Paper Company, Cloquet, Minn.

### J. S. Yates, Esty Art Director

James S. Yates has joined William Esty and Company, New York advertising agency, as art director. He has been for several years with the New York office of the J. Walter Thompson Company as art director.

### Gets Flexible Flyer Account

S. L. Allen & Company, Philadelphia, Flexible Flyer sleds, have appointed the Aitkin-Kynett Company, of that city, to direct their advertising account.

### Has Paper Account

The Racquette River Paper Company, Potsdam, N. Y., has appointed an advertising agency, Moser, Cotins & Brown, Inc., Utica and New York.



# NOW IS THE TIME TO RE-DESIGN...

A few alert manufacturers have given the public a taste of designed\* merchandise. This has started a strong and increasing desire for good-looking products • People are tired of the old and worn-out things they have been using for the last 3 years, and are going to buy new things shortly • Manufacturers who retain the best design council and talent available, now, will capture a leader's share in the forthcoming surge of replacement buying

\* Design is control of appearance so as to give style and please the eye; plus the invention and engineering of utility and convenience; plus the specification of materials best suited to minimum cost in machine production.

## GEORGE SWITZER

designer • PRODUCTS • PACKAGING • ADVERTISING

210 MADISON AVENUE • NEW YORK CITY

## If You Don't Show Any Petals You Grow No Apples

(Continued from page 6)

counsel \$7,000 a year and we can cut that to \$5,000."

"Tommy," said the president, "I'm glad you spoke of this. I would not have thought of it if you hadn't spoken. You are right; these are difficult times. And if ever a corporation needs the fullest and heartiest and brainiest help from its directors and its counsel it is in difficult times. I will ask the board to increase the directors' fee to \$20 and the counsel's stipend to \$10,000."

And he did, and they were. And everything came out all right.

I see an analogy, however strained, between that episode and the present subnormal advertising of deserving products of all sorts. There is wrong logic in too little advertising. Each concern has, of course, its own problem of finance and budget, but in general it is probably worth while to strain a little to keep any concern's hard won good-will alive over a period of dull business.

My apple tree showed its white petals this year exactly the same as usual and it has as many apples as it ever had. The petunias are gay with color. Nature, which has been in business quite a while if you happen to think of it, is advertising just as it always does, and she is a wise old guy.

Consider the lilies. Consider, if you want to, Solomon in all his glory. He was not, it is reported, arrayed like the lilies, and probably he drew no bees, but the Queen of Sheba did go a long trip to see him. Consider Tessie and Bessie, the shop girls, who never put away their lipstick, but color their little mouths whether the boys are plenty or scarce.

The lilies are right on the spot with blossoms whether the times are good or bad. Solomon, even if he did have a thousand wives and other ladies, kept himself among those seen and noted. And Tessie and Bessie know that when

boys are scarce is the very time when the lipstick must be a little redder.

Very diffidently, because I am such a very complete outsider, I suggest that now is the time to put forth a few more petals. Every day a few of those who used the Sure-Kill mousetrap are dying off, and every day a few who never used mousetraps are becoming ripe for mousetraps, and they are to be the mousetrap-conscious individuals of the future. Get after them.

I say this from my heart, because I am getting infernally sick of this pipe. What I need is not a good 5-cent cigar but a 20-cent one. And if you don't advertise more I can't sell my stories and I can't buy cigars. When I can—and I hope it is soon—I know the one I will buy. It is advertised.

### New Gravure Group

The New York State and New England Gravure Group is a new sales unit which will be represented by the Gravure Service Corporation, publishers' representative, New York and Chicago. The group numbers these Sunday newspapers: New York *Herald Tribune*; Buffalo *Courier-Express*; Rochester *Democrat & Chronicle*; Syracuse *Post-Standard*; Albany *Knickerbocker Press*; Boston *Herald*; Hartford *Courant*, and the Springfield *Union-Republican*.

### S. P. Dunne, Jr., with Hirshon-Garfield

S. P. Dunne, Jr., at one time assistant managing editor of *Vanity Fair*, New York, has joined Hirshon-Garfield, Inc., advertising agency of that city, as a contact executive.

### New Outdoor Business Formed

The American Outdoor Advertising Corporation has been formed at Brooklyn, N. Y., with offices at 105 Court Street. It will operate a paint and three-sheet poster plant.

### Chicago Office for Neisser- Meyerhoff

Neisser-Meyerhoff, Inc., Milwaukee advertising agency, has opened a branch office at Chicago.

### Joins "School Management"

George Myers, formerly with the advertising department of *Nation's Business*, has joined the staff of *School Management*, New York.

## PRACTICAL HOME ECONOMICS

### Absorbs

### Home Economics News

It thus further strengthens its position as an outstanding medium for influencing through Home Economics classes

## 2,400,000 Families at a Cost of .004 Cents per Family per page

These schools and students buy, study and use large quantities of branded products, foods, sewing materials, household machinery, equipment and supplies, buying habits are established and the immediate purchasing of families is influenced at a cost of .004 cents per family.

In constantly growing numbers the feeding of children in schools is coming under the direction of the Home Economics Department. This non-competitive industry serves

## 8,000,000 Meals a Day in 60,000 School Cafeterias

which spend \$225,000,000 a year for food in addition to large amounts for equipment, supplies and replacements. Practical Home Economics reaches a large portion of this school feeding industry—an industry unaffected by outside competition—a field hard to cover by salesmen but covered logically by Practical Home Economics, which reaches the one person in the school system who knows foods and feeding—the Home Economist.

No other publication is capable of influencing directly the school cafeteria market or offers entré into homes under such ideal conditions.

Investigate for your product this low-cost medium of far-reaching, penetrating influence.

*Why not let us send you a detailed analysis of this two-way market?*

## PRACTICAL HOME ECONOMICS

470 Fourth Avenue

New York City

*Trained Nurse and Hospital Review published by the same organization*

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1838 by George P. Rowell

PRINTERS' INK PUBLISHING Co., Inc.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6800. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, Gove Compton, Manager.

Atlanta Office: 87 Walton Street  
Geo. M. Kuhn, Manager.

St. Louis Office: 915 Olive Street,  
A. D. McKinney, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.  
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
G. A. NICHOLS, Managing Editor  
ROY DICKINSON, Associate Editor  
C. B. LARRABEE, Associate Editor  
BERNARD A. GRIMES, News Editor

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E. E. Weiss	Andrew M. Howe
H. W. Marks	Eldridge Peterson
J. G. Donley	Don Masson
S. E. Leith	Allen Dow

Chicago: P. H. Erbes, Jr.  
London: McDonough Russell

NEW YORK, SEPTEMBER 22, 1932

## That Latent Consuming Power

In the September 8 issue of PRINTERS' INK there appeared an editorial suggesting that the consumer was remarkably under-inventoried. Since then various types of industries have found reason for the belief that this condition is reaching a point where increased advertising and sales effort can do much to turn it into actual demand.

F. A. Merrick, president of the Westinghouse Electric and Manufacturing Company, for example, wires PRINTERS' INK: "Our study clearly indicates stocks in the hands of consumers are below what would be considered normal even under present business conditions."

H. F. King, speaking for the Florence Stove Company, says:

"There appears to be no question but that the market represented by the home and final consumer is very much under-inven-

toried . . . widespread consumer good-will resulting from past national advertising is an asset to be conserved, and Florence advertising policy aims to keep this investment in public acceptance intact. . . . From the response to current Florence advertising it is evident that many homes are under-inventoried in terms of modern devices."

A survey made by the Graybar Electric Company, announced this week, indicates that there exists a latent consumer buying power of \$40,000,000,000. This estimate is based upon answers to questionnaires received from more than 1,100 employees representing all classes of wage earners throughout the country.

George E. Cullinan, vice-president, believes that half this prospective expenditure is in the field of general housing needs. Second in deferred demand is automobiles. Refrigerators lead the field in electrical equipment and next in order are heating equipment, washing machines, radio, and ironing machines.

Naturally, much of this "deferred demand" is due to part-time work and present low earning power on the part of the masses.

Yet the manufacturer who believes that business is coming back to the worker's eventual benefit as well as the stockholder's, realizes fully how essential it is for him to keep his name and his product registered in the consumer's mind while the latter is under-inventoried.

Latent consuming power and temporarily deferred demand are sound reasons for present advertising for every manufacturer who wants to maintain leadership as the upturn gets under way.

## Willing Agencies

An iconoclastic Chicago gentleman who thinks, or at least says, that the advertising agency under the present system is pretty much after the nature of the fifth wheel of a wagon, made the following remark to a PRINTERS' INK staff writer:

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is found in the fact that agencies seemingly do not sell advertising these days; they are mere executors and performers. What we need now more than ever before is heavy-hitting work to get all merchandisers more advertisingly minded."

We enthusiastically indorse the Chicagoan's reference to the need of developing the advertising mind.

But we do not follow him in his bland accusation against the agency. If there were any real foundation for his charge, which there isn't, we suspect that the agencies would have ample and complete defense in the statement that too much of their time is now being taken up by functioning as back stops for inefficient or overly greedy sales managers.

The agencies have been on the spot to an extent because of the unfounded charge that the commission which they get—and which most of them earn—adds unduly and improperly to the cost of advertising. Many of them have been stampeded into making market surveys and performing other work which sales managers either can't or won't do.

In thus defending and consolidating their position, which is an altogether natural and human action, some agencies have gone too far in extending service for which they are not paid.

Simple justice demands that advertisers be fair about this thing. If they pile exactions upon exactions to an extent that makes the agency unable fully to perform its old-time functions they themselves are chiefly to blame.

### When to Advertise

In common with most other great advertisers who know what it is all about, the Campbell Soup Company has often been asked this question:

"When, in your opinion, is the most opportune time to advertise?"

In the September issue of the Campbell magazine, sent to dealers, the question is answered this way:

"It is our experience that liberal advertising should be used when general business conditions are

favorable—and also when they are not."

Saying which, the company leaves nothing more to be said.

### Red Tape in Buying

It does seem as if some people really enjoy doing things in the most burdensome and expensive way and actually glory in the penalties that are thereby exacted.

We get this thought from reading the address delivered last Tuesday before the Boston Conference on Retail Distribution by Robert Amory, treasurer of the Nashua Manufacturing Company, in which he told about certain changes in distribution methods affecting textiles—changes, of course, superinduced by the depression.

Retailers, it seems, are overworking the so-called hand-to-mouth buying idea just as they have been for several years past. Paradoxically enough, however, they are enmeshing buying in red tape to an extent that would bewilder even a seasoned Washington bureaucrat.

A lot of fussy and unnecessary detail has crept into what could be and should be an orderly commercial function.

"The merchandise man is more numerous," Mr. Amory said, "and there has been an enormous amount of paper work, conferences and red tape in the stores themselves. There has been much increase in maintaining buying offices and in making buying trips to New York. Many retailers belong to syndicates to which they pay a stated fee or a percentage on purchases."

In all this he sees a serious disadvantage in "the lessening of individual responsibility and the growth of conferences, committees and other forms of group purchasing."

Profit in business, any business, is made from selling rather than buying. It is a primer class fundamental that merchandise, no matter at what price it may be owned, is a potential loss and an actual liability until it has been turned into money.

Advertisers could perform a useful service for retailers and also for themselves at this juncture if they would hammer home that important principle.

Cumbersome and costly buying methods simply do not belong in these times.

### **A Priori or What?**

Postmaster General Brown in speaking last Thursday night at Springfield, Mass., before the National Association of Postmasters (we wonder what a national association of postmasters is for, by the way), said that the department's net deficiency for the fiscal year 1932 was more than \$150,000,000.

"The explanation for this increase in the deficit," he explained, "is of course that we have found it impossible to reduce our expenditures in anything like a direct ratio to the falling volume of the mails."

Why not? If the department were run as a private business the adjustment could and would be made in a hurry.

"Of course," Mr. Brown naively added, "it is impossible to make the changes in the postal rate structure without affecting the volume of business done; and undoubtedly these rate increases have curtailed our business at least to the extent anticipated."

Then, in view of the fact that the Government needed more revenue and it was known in advance that the new rates would produce less revenue, why were the increases made?

We are just a bit curious, that's all.

### **Obvious Is Best**

Amos Parrish, the other day, told a group of New York department store buyers something that deserves to be repeated and emphasized.

The burden of his message, given at a clinic on towel and sheet selling held by the Cannon Mills, was to this general effect:

"During your fight against great odds during the last year it is safe to say that anything you did un-

usually well was not complicated; it was done the obvious and natural way."

Those are wise words.

Many merchandisers in these stirring times seem to think that the exigencies of the moment call for spectacular methods and obtuse formulae.

Or, to express it more colloquially, they fuss around so much in getting ready to do the important job that the job is not done.

Merchandising fundamentals were never quite so valuable as now. It is much safer to depart from them in times of plenty. Elaborate and top-heavy systems created out of a fancied need for something new need too much power to keep them going. The obvious is the best.

### **Well Done, A. B. C.**

When the Audit Bureau of Circulations meets in Chicago next month its members will hear some good news, which was revealed to the board of governors in New York last week by O. C. Harn, managing director.

It is to the effect that a deficit last year of \$38,000 has been turned into a surplus of several thousand dollars by various economies. And the membership has increased.

At a time when prodigal extravagance is being witnessed in so many municipal, State and federal offices, such sound business management in a large and important organization is refreshing.

### **To Publish Texarkana Papers**

Henry Humphrey, formerly managing editor of the Texarkana, Ark., *Gazette* and *Evening News*, has become publisher and editor-in-chief of those papers and manager of radio station KCMC, following the resignation of D. W. Stevick. Mr. Stevick is publisher of the Champaign, Ill., *News-Gazette*.

### **To Direct McQuay-Norris Sales**

H. W. Knapp, for many years a member of the sales department of the McQuay-Norris Manufacturing Company, has been appointed director of sales and elected a member of the board of directors.

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Scheduling your campaign in *The Oregonian* sets a powerful merchandising force in motion

**Oregonian Advertising**  
plus Merchandising Service  
were vital factors in . . . .

**Boosting Pen-Jel Sales 50%**  
in Portland in 1932 . . . .

#### Practical Helps for Oregonian Advertisers

● Oregonian service goes beyond providing the advertiser with the best medium in the Portland market. It provides him with a score of aids in getting his goods into the right stores, before the people who can buy, in a way to make them buy. Write for a detailed outline of Oregonian Merchandising Service. It's more than a name!

● Pen-Jel selected *The Oregonian* exclusively to do its major selling job in the Portland market this year. It utilized *The Oregonian's* merchandising service to widen distribution, to get out dealer helps, to survey dealer and consumer reactions. Then, with this important work completed, it told its story in *The Oregonian*. And did Pen-Jel select wisely? The answer—*Pen-Jel sales have increased more than 50 per cent in the Portland market during the first eight months of 1932!*

"In the writer's experience on similar campaigns he has never received the close cooperation that we have received from you on this Pen-Jel campaign," writes L. K. Greer of Mailliard and Schmiedell, Pen-Jel distributors. To sell more of your products in the well-to-do Portland market, select the newspaper that can and does do the job.

# The Oregonian

PORTLAND, OREGON

*One of America's lowest milline rate newspapers*

National Representatives, **WILLIAMS, LAWRENCE & CRESMER**  
NEW YORK CHICAGO, DETROIT SAN FRANCISCO LOS ANGELES SEATTLE

# The Little Schoolmaster's Classroom

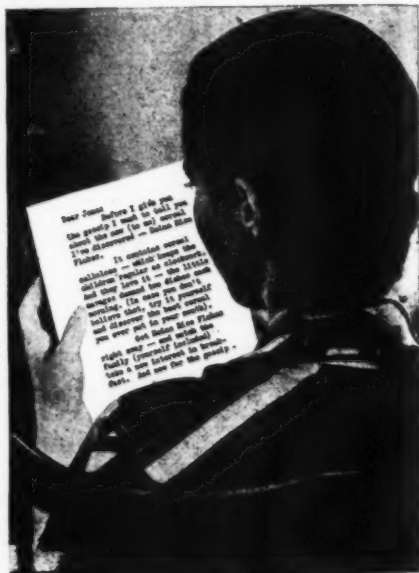
**S**PEAKING of comic strip advertising, which the Schoolmaster has done recently, he is urged to mention another school of advertising, perhaps related, which may be designated by the partially explanatory nomenclature of over-the-shoulder advertising. It is not new insofar as its basic element of apparent peeping is concerned but one advertiser has recently evolved an unusual dramatization of the over-the-shoulder technique. The advertisement which your Schoolmaster offers in evidence represents one of the H. J. Heinz Company's many and effective efforts to acquaint the public with its new rice flakes.

One of the ingenious features of the advertisement is its complete, and rather satisfying, lack of anything that physically resembles advertising copy. Although the photographic illustration which dominates the space bears no title it might well be called "Young Lady with Personal Letter." The consuming public is irresistibly invited to tiptoe up behind the young lady in question and surreptitiously survey her mail.

There is a naturalness which conveys all the benefits of a true testimonial in the words of Jane's correspondent who has been altruistic enough to eschew the less legible longhand and address Jane with a typewriter of such Gargantuan proportions that the missive is readily readable to the most casual over-the-shoulderer.

\* \* \*

Form letters, after all, are form letters and frequently the recipients feel that there is something about



them that minimizes their importance. "If this letter was really important," they reason, "the fellow who sent it would have taken the trouble to have it individually typed." This feeling is particularly prevalent among the purchasers of large quantities of various types of equipment.

Gifford-Wood Co. recognizes this disadvantage and overcomes it very nicely by the use of a printed box which appears on form letters, just beneath the letterhead and just above the salutation. It says:

"We are sorry this has to be a form letter. Please give it its merited attention. There are so many to whom this information is necessary that individual letters would cause delay."

\* \* \*

The Upson Company is making an unusual use of blotters it sends to dealers. It actually recommends that dealers not keep a certain



# Nine Package Designers sit in conference

**A** new package has been designed. It is up on view for final O. K. There it stands, in solitary splendor, facing front like a soldier and placed just about at eye level.

But when that package reaches the retail store it may be placed on a shelf up near the ceiling or down near the floor. It may face to the right or to the left. It may be piled in tiers or in one long row. How does it perform under these varying circumstances?

A properly designed package should sell equally well from any position. We asked nine of the foremost package designers to select such packages for us. These nine are:

GUSTAV JENSEN  
HELEN DRYDEN  
GEORGE SWITZER

JOSEPH SINEL  
ROBERT LEONARD  
ROY SHELTON

ARTHUR ALLEN  
WALTER DORWIN TEAGUE  
EGMONT ARENS

Each one of these outstanding personalities in the field of package design picked a package that sells effectively irrespective of shelf location and gave the "why" of his selection. The resulting article will appear in the October issue of PRINTERS' INK MONTHLY under the title: "Nine Experts Pick Packages That Sell From Any Position."

PRINTERS' INK MONTHLY, 185 Madison Ave., N. Y. C.

Gentlemen :

Please send me PRINTERS' INK MONTHLY for the next year, beginning with the October issue. I'll expect you to send an invoice for \$2.00 to cover my year's subscription.

Name \_\_\_\_\_

Company \_\_\_\_\_ (position) \_\_\_\_\_

Street \_\_\_\_\_

City and State \_\_\_\_\_

# MORRISON DISPLAYS

ESTABLISHED 1912

SILK SCREEN-PAINT PROCESS  
NEW WINDOW TRANSFERS  
INDOOR ELECTRICS  
BANNERS AND MATS  
GLASS DISPLAYS  
PHOTOGRAPHIC



Inquiries invited from advertisers who can use displays in quantities of five hundred or more. Our production facilities are unlimited. Quotations, samples, and suggestions submitted by us upon request, after our careful analysis of your special requirements. Write for our interesting prices, supplying us specifications, including quantity, colors, size and copy for your contemplated display. Send rough layouts if possible.

84 NORTH ST. ROCHESTER, N. Y.

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*Do you need a New York*

**OFFICE,  
DESK SPACE**  
*or simply*

**A MAILING ADDRESS**

**?**

Under the Fred F. French Building Office and Service Plan you can get whichever you need with a prestige address, at a nominal cost. Reception room and Telephone Service. Stenographic service available.

**THE FRED F. FRENCH  
BUILDING OFFICE  
AND SERVICE PLAN**

551 Fifth Avenue • 3rd Floor • Suite 330-356  
Telephone: VAnderbilt 3-6325

Fred F. French Management Co., Inc.

---

blotter but hand it to high-pressure salesmen.

The illustration on this particular blotter is a four-part comic strip showing a typical retailer of wallboard being attacked by a salesman who is trying to sell on price alone. The strip teaches an interesting little merchandising lesson in its somewhat heartless stripping away of the only argument the price salesman has.

Underneath the strip is the following line: "To blot out your troubles, hand this blotter to the next high-pressure salesman who comes in."

Of course, the company doesn't expect large numbers of these blotters to be passed out, although it offers dealers as many as they may require. However, it does know that once the dealer has absorbed the message he will pass it on to the high-pressure man, either in the form of a vigorous "No" or as the blotter itself.

\* \* \*

The American Stores, Inc., grocery chain, is selling vinegar in a useful, two-purpose container. Inasmuch as vinegar is sold in bottles there is no reason why these cannot be made to serve another purpose later on.

The popularity of the refrigerator ice-water carafe is responsible for the container now being used by American Stores. This bottle is large enough to hold a quart of vinegar, yet it is designed to fit compactly into even the smallest refrigerators. First of all it is a container for vinegar, but, according to instructions, as soon as the vinegar is used up the bottle may be washed out and used for iced-water.

\* \* \*

While on the subject of packaging the Schoolmaster wants to take this opportunity to call attention to the package accessories being used by the Hoffman Beverage Company. Some months ago the company wanted to stimulate the sale of its fruit beverages. To do this a glass and cork stopper was offered free with each bottle. This stopper enabled consumers, who drink these beverages in small

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quantities at a time, to use only as much as they want and then cork up the bottles.

Apparently the accessory proved popular, for it is now being given away with the company's best sellers. Now the company has gone even further with its accessory offers. For the price of two bottles of Hoffman ginger ale and one lime dry consumers can purchase a complete package unit plus accessories.

This consists of the following: three stoppers, each inserted in a card which hangs around the neck of the bottle; one chromium bottle opener inserted in a similar card which also contains a recipe booklet; a corrugated cardboard container, triangular in form so that it will fit around the three bottles at their bases; lastly, a heavy nickel plated wire, shaped to fit firmly around the neck of each bottle and with one side flattened to act as a handle.

\* \* \*

One large New York City men's clothing retailer boasted several years ago that his name meant more to the buyers in the Metropolitan area than that of any national advertiser in the men's wear field. His statement was received with a great deal of applause by all hearty supporters of the private brand against the nationally advertised product.

A rather significant answer to this statement was made this week in newspaper space by Weber and Heilbronner, one of the private-branders' chief competitors.

"The bunk is over," says this large chain. "With the return to reason men are demanding nationally known clothes at the new reduced prices."

"It was fast and furious while it lasted. You know what happened the last year or two. Tons of second-rate, 'anonymous' merchandise were unloaded on the public under the greatest barrage of ballyhoo, bunk and ridiculous price claims the country has ever known."

"And now the return to reason. . . Sober-minded men are demanding to know more of the merchandise

## **Absolute Auction** **Sale**

### **Newspaper Printing Plant of the**

### **New Bedford Times**

New Bedford  
Massachusetts



**Wednesday**

**Sept. 28, 1932, at 11 a.m.**



**10 Mergenthaler Linotypes.**

**Scott Speed King Rotary Printing Press.**

**Wood Pony Autoplate Casting and Finishing Machine.**

**COMPOSING ROOM**—10 Mergenthaler Linotypes—Model 3-5-8-19; Elrod slug casting machine; Ludlow type casting machine; Miller saw trimmer; Chandler & Price and Washington proof presses; chases, make-up tables; Hamilton type cabinets; Ludlow type cabinet and type.

**STEREOTYPING DEPARTMENT**—Wood pony autoplate casting and finishing machine; Scott dry mat rolling machine; Speed Products and Wood Floor dry mat forming and scorching machines; Hoe jig saw and drilling machine; Hoe planing machine; Scott metal saw; stereo type metal melting furnace; casting boxes.

**PHOTO-ENGRAVING DEPARTMENT**—Holstrom Sirius etching machine; Ostrander-Seymour routing, trimming, and beveling machines; Levy process camera; 3 Solar Lites.

**PRESS ROOM**—Scott "Speed King" 24-page rotary printing press; steel ink tank; new Eureka paper cutter.

Electric motors, chain hoists, and other equipment; office furniture—including flat top and typewriter desks; card and letter files; chairs, tables, clothes lockers, etc.

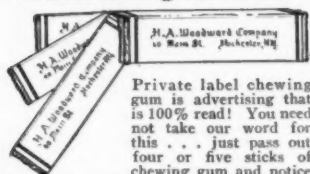
The sale is brought about by the consolidation of the Times with The Standard and Morning Mercury, and will take place upon the premises, Times Building, No. 908 Purchase Street, in lots only.

**Per Order The Standard-Times  
Morning Mercury**

Catalogue in detail and all information at the  
office of

**Henry S. Anthony & Co.**  
**Auctioneers**  
**Lowell, Massachusetts**

## THE NEWEST NOVELTY Advertising Medium



Private label chewing gum is advertising that is 100% read! You need not take our word for this... just pass out four or five sticks of chewing gum and notice the results. Everyone will inspect the brand. If it happens to be your own personal label, the ad will be read more carefully. Write for samples and particulars.

### INITIAL GUM CO.

P. O. Box 33 ROCHESTER, N. Y.

*A GOOD COPY WRITER  
WHOSE EMPLOYERS,  
CLIENTS, AND SAMPLES  
WILL SPEAK FOR HIM,  
IS "AVAILABLE." HE  
HAS BEEN HANDLING  
WELL-KNOWN AC-  
COUNTS FOR A NEW  
YORK 4-A. HE PREFERS  
TO CONTINUE DOING  
SO. PLEASE ADDRESS  
"H," BOX 32, PRINTERS'  
INK, NEW YORK.*

they buy and are demanding nationally advertised goods because they offer dependable quality and economy at new reduced prices.

"If there ever was a time when makers of nationally known wearables *deserved* and *merited* your business, this is it. All through the trying period it was a temptation for these firmly established concerns to lower their standards and enter the price war for a killing. They did not do so.

"We're proud to be associated with these nationally advertised goods. They are now a beacon light for the man who doesn't know which way to turn to get dollar for dollar value and quality that will endure."

Running down the side of the advertisement are the trade-marks of four nationally known lines carried by Weber and Heilbroner.

The Schoolmaster submits the advertisement as an excellent and heartening advertising sermon. In appending his own moral he would like to ask the private-branders:

Are one and four stronger than one?

It has always seemed to the Schoolmaster fairly elementary that a strong local name backed by four or five or more strong nationally advertised names has much greater strength than the strong local name alone. That, after all, is the essence of the private-brand situation.

## MEEKS' DIRECT MAIL CLINIC

Do you want to make collections and retain customers' goodwill? Send one dollar for "PAINLESS EXTRACTING—BY MAIL"

FRANK H. MEEKS, 299 Madison Avenue, NEW YORK



**PEN DRAWING!**  
DRAWN TO  
ORDER OF  
ANY SUBJECT \$3.50  
THREE INCHES  
SQUARE



SEND  
FOR FREE  
FOLDER  
BOX 320  
PAINTERS' INK, N.Y.

# "GIBBONS knows CANADA"

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# Classified Advertisements

## ADVERTISING AGENCIES

### MAIL ORDER SPECIALISTS

Display and Classified Ads Written—  
Inserted All Magazines, Newspapers  
**MARTIN ADVERTISING AGENCY**  
171A Madison Ave., New York, Est. 1923

## BUSINESS OPPORTUNITIES

**TRADE PAPER WANTED FOR PURCHASE OR ABSORPTION INTO LARGER PUBLISHING GROUP.** REPLIES ACCORDED STRICTEST CONFIDENCE. BOX 532, P. I.

## EMPLOYMENT SERVICES

### • WALTER A. LOWEN •

Formerly with "C & H," "R & R," etc. Est. 1920 to supply National Adv. Agencies and Advertisers **trained personnel, free.** 105 W. 40th St., N.Y.C. Tel. PE 6-5389.

## HELP WANTED

**ART SALESMAN WANTED** by large, established studio; must be experienced and have following; commission basis only; proposition after trial. Box 537, Printers' Ink.

**CORRESPONDENT**—Bright young man or woman wanted to build up sales through direct correspondence with a staff of agents throughout the country. Experience in the publishing business or unusual ability to write good letters will be highly desirable for the work. It is necessary that the applicant be located at an address which would make it convenient to keep regular business hours at Pleasantville, N. Y. Write, stating age, experience, education, salary required to Box 533, P. I.

**ADVERTISING SALESMEN** who know advertising and merchandising, and something about selling special printing. Our line is specialized direct advertising and four-color process printing for certain industries, such as ice-cream manufacturers, food products manufacturers, horticulturalists, etc. We want men who can earn something on lines they are now carrying, but who need something else to work on to make good money for themselves. Commission basis only. Good territory still open.

### BROWN-BLODGETT COMPANY

University and Wheeler Avenues  
St. Paul, Minnesota

## MISCELLANEOUS

**Artist Will Rent Space** in agency and give service at below-market prices. Experienced, master of many techniques. Can help with or take charge of production. Box 528, Printers' Ink.

For humorous radio programs and continuities that sell merchandise, consult James Madison, 465 S. Detroit St., Los Angeles. Have written for Eddie Cantor and other foremost stars. Agency work solicited.

## POSITIONS WANTED

**Hitch your advertising wagon to a star copy man.** Has done own artwork and layouts in direct mail and publications. Young university graduate. Plenty of samples. Box 529, Printers' Ink.

**YOUNG MAN**—28, now emp. Adv. Mgr.; exclusive metropolitan men's store. 8 yrs. both sides of desk—newspaper, printing; creative; selling, buying, secretarial—experience. Box 531, Printers' Ink.

**DISTINGUISHED COPY**—crisp, convincing, authoritative—yet gracious. O. A. Owen, Printers' Ink.

## IN SEARCH OF RESEARCH

Market analyst available Oct. 1st. 8 yrs.' varied exp. nat'l accta. Single, 30, free to travel. Box 534, P. I., Chicago Office.

**Circulation Manager**—Full or part time. Experienced: Newstand, Subscription, Contest Management, Publicity, Advertising Statistics, Editorial Research, A.B.C. Reports, Sales Manuals, Boy Sales. Box 526, Printers' Ink.

**Pharmaceutical Experience**—Thorough knowledge of drug and pharmaceutical marketing. Qualified as adv. asst. for mfr. Age 26 yrs. Registered pharmacist, copy, layout, direct mail. Box 535, Printers' Ink, Chicago Office.

**Practical Printer** with 20 years in composing room, layouts, office, selling, foreman and superintendent of medium-sized plant desires change as production manager or printing executive. Age 37, married, Christian, salary \$75. Box 525, P. I.

**RADIO FASHION AND BEAUTY EXPERT** with tremendous following Coast to Coast seeks position. Continuity and Agency experience. Advertising Saleswoman for ten years. **WHAT HAVE YOU?** BOX 530, PRINTERS' INK.

**ART and PRODUCTION Man Available** 10 years' experience. Possesses expert knowledge on typography, engraving, paper and printing. Can produce distinctive layouts, do fine hand-lettering and finished art. Will send samples. Box 539, P. I.

**VERSATILE** illustrator, cartoonist and letterer; a creator with twist, brains and finger skill. 16 years agency experience, ideas, visuals and execution. Four years present connection. Can handle entire production of small agency or publication. Box 536, Printers' Ink.

**PUBLICITY — PROMOTION — EDITORIAL** Woman executive; exceptional experience. Create, develop publicity, promotion ideas, campaigns, edit house-organ; direct news or information bureau; handle press relations, etc. Part-time or service fee arrangement. Box 527, Printers' Ink.

**\$5,000 MGR.** Adv. & Sales Promotion. With Edison, Crucible Steel, Campbell's. Exp'd mktg. new products; research, sales; conceives, creates, executes advg. Recent campaign rec'd internat'l recognition. Univ. grad. Age 30. Now temporarily employed. **SALARY SECONDARY** Box 538, P. I.

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# TRUE STORY

*August* net paid

# 2,021,000

At the new 15c price True Story is delivering a substantial bonus over the guarantee (1,800,000).

Below are final net paid figures for the first two months.

July	1,878,430
August	2,021,586

Print order for the Fall months assures a continuation of bonus circulation.

September	2,260,000
October	2,250,000
November	2,250,000
December	2,250,000

*True Story has the largest newsstand sale of any magazine. Each month this newsstand sale rechecks purchasing power and reader interest.*

OCT 24

**GENERAL GROCERY ADVERTISERS**

**DURING AUGUST THIS YEAR PLACED MORE ADVERTISING IN THE CHICAGO TRIBUNE THAN IN ANY OTHER CHICAGO NEWSPAPER.**

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

*Chicago Tribune Offices:* Chicago, Tribune Tower      New York, 220 E. 42nd St.  
Atlanta, 1825 Rhodes-Haverty Bldg.      Boston, 718 Chamber of Commerce Bldg.  
San Francisco, 820 Kohl Bldg.